



A Strategic Plan for Development of Wildlife Viewing Activities in Washington

Report to the Washington Legislature January 2004



STATE OF WASHINGTON
DEPARTMENT OF COMMUNITY,
TRADE AND ECONOMIC DEVELOPMENT

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Overview

Washington State's varied geography, climates, and ecosystems have created one of the richest and most diverse habitats in the nation, giving rise to over 640 vertebrate species, including 365 bird species; and thousands of invertebrates.

Past conservation efforts of hunters and anglers have enabled these species to thrive despite habitat encroachment by expanding communities. While support for traditional recreational based hunting and fishing activities remains steadfast, a new wildlife activity has become increasingly popular and important. This new activity focuses on *wildlife viewing* as an outdoor recreational pastime.

In recognizing the importance of this growing interest in promoting wildlife viewing opportunities, in 2003 the Washington State Legislature passed SB 5011, requesting that the departments of Fish and Wildlife (WDFW) and Community, Trade and Economic Development (CTED), to host a working conference to adopt a strategic plan to promote wildlife viewing tourism in Washington. The Legislature specified that WDFW and CTED should create a plan that would promote wildlife viewing as a means to provide sustainable economic development in the state's rural areas while maintaining the state's wildlife diversity. The Legislature also requested that steps to implement the plan be developed.

In addition to SB 5011 the Legislature also passed Second Substitute House Bill 1973 stating the legislature finds that tourism is a growing sector of the Washington economy. Washington has a diverse geography, geology, climate, and natural resources, and offers abundant opportunities for wildlife viewing. Nature-based tourism is the fastest growing outdoor activity and segment of the travel industry and the state can take advantage of this by marketing Washington's natural assets to international as well as national tourist markets. Expanding tourism efforts can provide Washington residents with jobs and local communities with needed revenues. The legislature also finds that current efforts to promote Washington's natural resources and nature-based tourism to national and international markets are too diffuse and limited by funding and that a collaborative effort among state and local governments, tribes, and private enterprises can serve to leverage the investments in nature-based tourism made by each. (Appendix B.)

The conference was held in Olympia on September 3, 2003. It was attended by 150 people, representing a broad spectrum of agencies, individuals and businesses involved in wildlife tourism—private business, counties, cities, state and local government and tribes. This report is a summary of the major findings of that conference. It contains WDFW's and CTED's combined vision of the future of wildlife viewing as an economic stimulator, along with recommended strategies and tasks to implement the plan. (Appendix D.)

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Wildlife viewing is an annual billion-dollar industry in Washington. With the proper care and nurturing, this economic boost to the states rural economies can be increased. This plan for wildlife viewing in Washington is a start in that direction.

What Is “Watchable Wildlife?”

Watchable Wildlife is all wildlife that people might see, enjoy and learn about. Although birds and the charismatic megafauna (large, showy wildlife) are the more popular species, what people enjoy viewing is as diverse as the viewers themselves. Watchable Wildlife also consists of recreational activities of responsible viewing, photographing, feeding and learning about wildlife and wild places.



In 1990, recognizing the growing national consumer interest in non-consumptive wildlife experiences, wildlife agencies created a new national organization designated “Watchable Wildlife”. This program has been embraced by the Washington Department of Fish and Wildlife along with other state and federal wildlife management agencies in Washington. Watchable wildlife in our state provides both resident and non-resident visitors with access to a range of biodiversity almost unequalled in any other state in the U.S. It offers us the opportunity to extend an out-of-state visit beyond the metro centers of the state to include rural communities. Perhaps equally important, wildlife viewing can

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increase human exposure to and interaction with other species in order to learn about and value both the economic and ecological attributes of these natural assets.

The current impact of Washington State's watchable wildlife program is well documented. (See below) In 2001, over 47% of Washington's residents participated in wildlife watching. In doing so, Washington residents spent \$979 million resulting in a total economic output of \$1.78 billion, generating and or maintaining 22,000 jobs.

However, Washington State's travel industry is an even more significant part of our overall economy. Travel spending in Washington State generates an estimated \$11 billion, \$3.2 billion in earnings and 152,500 jobs. In 2002 alone travel spending generated an estimated \$569 million in state tax revenues and an estimated \$191 million in local tax revenues. (Data from 1991-2002 Travel Impacts and Visitor Volume available on www.experiencewashington.com/industry.) An advantage for Washington State is the fact that wildlife-viewing sites are primarily located in more rural counties of the state. The annual County Travel Impact Report, prepared for CTED by Dean Runyan Associates, has always shown travel spending and travel generated employment to be a more significant percentage of total revenue and employment in rural counties than in urban counties of the state (available at www.experiencewashington.com/industry).

In addition, the target audience for the state's visitor industry is the "urban naturalist," defined as the consumer lifestyle that seeks cultural, historic, and urban travel experiences along with authentic nature-based outdoor experiences. Wildlife viewing appeals strongly to this audience. In addition, the "urban naturalist" is more likely to participate in other historic or cultural activities or attractions located in rural communities, that will further increase the economic impact in those communities.

Watchable Wildlife is a strategy that enhances people's opportunities for sustainable, low impact recreation. Watchable Wildlife programs develop facilities and activities to increase the chances of successful viewing experiences. They can teach viewing skills and responsible behavior and give people the opportunity to learn about wildlife, which leads to increased public support for wildlife conservation.

Watchable Wildlife strategies can range from very passive to more active. **Passive** wildlife viewing opportunities are a result of information or directions given about where people might see wildlife. Examples are publications, brochures, newspaper articles and web site information. **Active** wildlife viewing activities occur in areas **developed** to ensure that people would likely see wildlife at a given location and/or season and have a safe and satisfying experience. Developed viewing areas, and structures to see wintering big game, waterfowl, urban or wetland species are examples of active viewing.

What is the Vision?

"To aid the long-term community and economic stability achieved by nationally and internationally marketing Washington State as a world -class wildlife viewing destination, while simultaneously protecting and enhancing our state's biodiversity and natural assets of wildlife and their habitat."

Currently, wildlife viewing programs are small and poorly funded. Yet the opportunity to significantly increase wildlife tourism in Washington is great. Participants at the Watchable Wildlife Conference held in September 2003 spent considerable time and energy detailing the opportunities and impediments to achieving this vision of wildlife viewing as an economic stimulant for rural communities in Washington. Appendix (D) details their suggestions and their concerns. The participants then identified the following strategies necessary to achieve the vision.

What are the Primary Strategies?

- 1) Identify needs and opportunities to provide premium wildlife viewing recreational opportunities while ensuring participant safety, conservation and protection of the wildlife being viewed.
- 2) Market the state as a premium national and international wildlife-viewing destination, to increase travel to wildlife viewing locations throughout the state.
- 3) Develop sites to safely accommodate viewers and wildlife, with appropriate amenities such as viewing blinds, restrooms, parking, fencing and habitat improvements that attract wildlife.
- 4) Utilize interpretation and development activities for wildlife sites to inform and educate visitors, communities and vendors on ethical viewing activities, viewing practices that ensure sustainability of the wildlife on which the species depend.
- 5) Collect valid, reliable and credible measurements of the economic impact of wildlife viewing activities in Washington along with continued monitoring of the impacts of viewing activities on the wildlife being viewed.
- 6) Maximize limited budgets by creating strong, sustainable partnerships with all appropriate public and private agencies in order to leverage public funds and to create involvement and multi-ownership in wildlife projects by all potential partners. (See Appendix C for potential partners)

What are the Current Activities?

Both CTED and WDFW have ongoing programs that include wildlife viewing as major components. These are detailed below and both agencies plan to continue these activities under current budget levels. Additional activities and tasks have been identified as new initiatives necessary to take wildlife viewing to further enhance the economic impact of wildlife viewing for rural communities and are also detailed below.

WDFW Current Activities and Tasks

Wildlife viewing recreation and education was recognized as a need in the department's 1980 Nongame (now Diversity) Plan. In 1993, the department began its formal wildlife viewing, or Watchable Wildlife Program. Known as Puget Sound Eyes on Wildlife, it was funded by grants from the US Forest Service's Olympic and Mount Baker-Snoqualmie national forests. Early activities were targeted toward viewing activities on these forests, with partnerships with Trout Unlimited and others.

In 1997, funding was secured for a full-time Watchable Wildlife Coordinator position within the Diversity Section. The vision is to connect citizens with year-round wildlife viewing opportunities, particularly in rural communities, and to encourage the public to engage in habitat stewardship and wildlife conservation. Components of the program include: WildWatchCams, Watchable Wildlife on Wildlife Areas, wildlife festivals, Personal License Plate Awareness Campaign and partnerships with other local, state and federal agencies and nonprofit organizations.

Beginning in 1998, A major project was conducted in eastern Washington, funded by the Washington State Department of Transportation, that promotes fish and wildlife recreation as well as other cultural resources—the Scenic and Recreation Byway along SR 17 and SR 155, from Othello to Coulee City. Staffed in part by WDFW, this partnership with WSDOT, local leaders and Central Basin Audubon Society lead to the establishment of an active citizens' group. Members of the group became involved in the resource assessment and planning of projects in and near communities bordering portions of the byway. Among the successes of this project is the active Coulee Corridor Committee who created the Balde Eagle Festival; a heightened awareness throughout the corridor about wildlife viewing potential; and the creation of the Coulee Corridor Scenic Byway Birding Map in cooperation with WSDOT and Audubon Washington; and the successful pursuit of grant dollars and partnerships to make on the ground improvements.

In 1999, the Department received a one-time appropriation of \$100,000 in Capital funds for wildlife viewing construction activities. Completed projects include an improved parking area and fence on the Fir Island Farm section of the Skagit Wildlife Area; a joint project with State Parks to re-develop a bald eagle viewing trail and parking area at Northrup

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Canyon (Steamboat Rock State Park) near Electric City in Grant county; and an ADA-accessible vault toilet on the North Potholes Wildlife Area near Moses Lake.

In 2001, the Department received a US Fish and Wildlife Service matching grant for the development of the Great Washington State Birding Trail pilot project; the Cascade Loop. Primary partners were Audubon Washington and CTED Department of Tourism. Additional funding came from the Icicle Foundation, Puget Sound Energy and individual Audubon donors. The Cascade Loop was launched in October 2002.

Congressional budgets in 2002 provided the department with the first federal funding to conduct wildlife-related recreation and educational programs. One product from that funding is "A Community Guide to Nature Tourism", a web-resource and how-to-manual on nature tourism assessment and development. Created by the Washington Department of Fish and Wildlife, the web site was specifically created to assist community leaders, natural resource managers and others to use a five-step process for creating a community nature tourism site or event, including assessing community features, planning, implementation and evaluating success.

The colorful website provides guidelines and best management practices for protection of natural resources in the rapidly growing area of nature tourism development. The site is heavily linked to outside resources that allow a user to find useful information, guidelines and technical assistance throughout all project phases as well as planning a wildlife viewing trip to Washington or developing a nature tourism business. The Community Guide to Nature Tourism can be viewed at <http://www.wa.gov/wdfw/wlm/tourism/index.htm>.

The 2003 Washington Legislature also passed SB 5204, authorizing the department to sell Watchable Wildlife Decals. Sale of these decals creates a revenue source for the Department of Fish and Wildlife to develop watchable wildlife opportunities in cooperation with local, state, and federal agencies and NGOs. The proceeds must be used to support the Department's watchable wildlife activities. The Fish and Wildlife Commission sets the fee for the decal. Purchasers of the decal receive the annual Access Permit for using WDFW lands and access areas.

Funding for wildlife viewing recreational development is in its infancy in Washington. WDFW has minimal resources available to pursue and promote present opportunities. Pursuing grants is one of the few options available for expansion.

Other activities that can be accomplished at current funding levels are:

- Enhanced Web-site information and cross-agency coordination (WDFW/CTED) of Web information.
- Wild About Washington monthly TV show by WDFW.
- Grant writing to fund projects on department lands, through IAC.
- Minimal support of existing and to-be-developed wildlife festivals.
- Continue development of public information on wildlife viewing seasonality (WDFW Weekender Report)
- Development of interpretive signs for use on WDFW lands and with partners.
- Continued coordination with partners.

- Continued development of WildWatchCams
- Continue working with Audubon Washington to develop the Great Washington State Birding Trials – two finished and five remaining to be developed

CTED Current Activities and Tasks

The Business and Tourism Development Office of CTED is responsible for a variety of economic development activities that primarily benefit business constituents. Partners include industry associations, and state, regional and local economic development organizations. The primary role of the tourism unit is as a marketer to increase awareness of, and visits to the state. Marketing target audiences include consumers, travel publications, and travel trade representatives nationally and internationally. The Tourism advertising effort is focused primarily out-of-state and given budget constraints, targets neighboring states, provinces and California. Describe below are current marketing activities for wildlife viewing in Washington State.

Research

CTED conducts a major Visitor Profile and consumer attitude analysis every three to four years to determine market share, visitor spending levels, and attitudes of visitors and non-visitors to key travel attributes for the state. The 2003/04 state-wide Visitor Analysis study is underway and will include questions to determine consumer perception of Washington as a wildlife viewing destination, along with spending information for wildlife viewing visitors. This study will provide us with baseline data against which all future marketing activities can be measured for effectiveness.

In addition the CTED has been annually partnering with Destination Marketing Organizations (Convention and Visitor Bureaus, Chambers of Commerce, etc.) to conduct regional, multi-county visitor profile studies. Most recently these studies have included questions about wildlife viewing attractions for certain counties. This type of information will be collected in all future regional profile studies. All tourism research is available on the CTED website at www.experiencewashington.com/industry.

Marketing

The primary consumer travel website for the state, www.experiencewashington.com features a “watchable wildlife” section. Communities provide the information using an online content form available from the tourism industry website. Beginning in spring, 2004 the site will add an interactive “clickable” GIS mapping component to allow consumers to search for specific activities and attractions that will be added annually as funding permits. In 2004 the state’s Scenic By—Ways will be featured and wildlife viewing sites along each By-Way will be mapped. This site currently receives well over a million visits annually and is currently 45% above the previous year in consumer visits.

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The *Northwest Backroads weekly* TV series that airs on NBC stations in Seattle, Spokane, Portland and Boise features story ideas provided by community representatives in a partnership effort with the Business and Tourism Office. Several stories have focused on a watchable wildlife event or attraction.

In 2004, the Tourism office will utilize existing feature stories to create a half-hour television special program focused on Scenic By-Ways and wildlife viewing opportunities that will be aired in Texas and If partnership funds permit Arizona. One of CTED's six new full page, four-color ads has a wildlife focus. The ad has been placed in publications that have a strong wildlife editorial content. For Spring, 2004 a new four-color two-page spread ad will be produced to focus on wildlife viewing and position Washington State as a premium and unique wildlife viewing destination. This ad will be placed in consumer magazines targeting Oregon and California.

Press releases, "Storylines" and tour operator materials for the domestic and international markets all feature a variety of watchable wildlife press information, story ideas and tours that include a wildlife opportunity.

The Business and Tourism Photo Libraries contain a searchable database and are available from the Tourism Industry site (www.experiencewashington.com/industry). CTED has continued to add new wildlife images from excellent photographers (as budget permits) and these are made available to press and tour operators. There is also a non-restricted photo library available to community organizations or anyone wanting Washington images at no cost.

Tourism Development

On a time-available-basis, tourism development staff provides technical assistance to communities and businesses interested in tourism development projects. CTED staff provides assistance with the strategic planning process and identifies potential funding sources.

Strategic Recommendations - WDFW

Given the overwhelming support expressed by participants at the September 2003 watchable wildlife conference, the following tasks have been identified as new initiatives necessary to enhance wildlife viewing to further aid local economic impact for rural communities. These activities will require additional funding; and estimated range of costs are included as well as amount of time to implement the activity or task.

Watchable Wildlife Site Database

Develop and maintain a detailed database inventory of all existing wildlife viewing sites, including details on site ownership, positive attributes and any potential or existing problems. Provide this information to CTED to be included in the www.experiencewashington.com interactive map.

Lead Agency-WDFW

Estimated amount of time need to implement activity or task: 4 months

Matching Grants

Develop a matching grant program. Good ideas and energetic volunteers/community leaders are only two legs of the stool to get a worthy project implemented. The third is money. Often, \$10,000 to as little as \$1,000 can make the difference between a great idea and success. A grant program patterned after Seattle's Neighborhood Matching Fund (\$1:\$1 in four different categories) would provide the incentive for locals to commit their own resources for specific needs. The Community Financial Grant program would provide local communities with funds to develop watchable wildlife sites and/or pool funds with other communities to increase visibility of their wildlife destinations or events to targeted audiences.

Lead Agency- WDFW

Estimated amount of time need to implement activity or task: 1 month

Site Development

Build amenities to support wildlife viewing sites. A key to quality wildlife attractions is the amenities at the site. WDFW manages 800,000 acres of quality wildlife habitat throughout the state, offering an incredible array of viewing opportunities. However, there are very few developments—such as parking areas, viewing blinds, American with Disabilities Act (ADA) accessible trails—to encourage viewing use. In addition, existing maintenance money is inadequate. New developments require increased operation and maintenance funding. Local communities and groups

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will be important in assisting with activities such as protecting, utilizing and promoting the site in ways that tie back to their local communities.

Lead Agency- WDFW

Estimated amount of time need to implement activity or task:

Implement first three sites on WDFW 10-year Capital Plan

Sharp-tailed grouse viewing site, Swanson Lakes Wildlife Area, Lincoln County.

Estimated amount of time need to implement activity or task: 3 months

Wings Over the Skagit, Skagit Wildlife Area, Skagit and Snohomish Counties.

Estimated amount of time need to implement activity or task: 3 months

North Potholes Reserve, Potholes Wildlife Area, Grant County.

Estimated amount of time need to implement activity or task: 3 months

Operation and maintenance increase for WDFW Lands for Wildlife Viewing Activities

Estimated amount of time need to implement activity or task: Annual

Implement next three sites on on WDFW 10-year Capital Plan

Lower Crab Creek Alkaline Wetlands, Crab Creek Wildlife Area, Grant County.

Estimated amount of time need to implement activity or task: 3 months

Bird Watchers Corner, Dodson Road, Potholes Wildlife Area, Grant County.

Estimated amount of time need to implement activity or task: 3 months

Corfu Road ADA Nature Trail, Seep Lakes Wildlife Area, Adams County.

Estimated amount of time need to implement activity or task: 3 months

Matching Grants - Capital

Feedback from the participants in the November 19, 2003 Washington State Tourism Forum, as part of the first review of this plan, indicated a strong need for local communities to have an opportunity to apply for funding for capital projects that are not on WDFW land. Local needs include parking, interpretation, restrooms, fencing, trail development and other similar activities. Currently, the Intergagency Committee for Outdoor Recreation administers various funds that could be used for these activities, but the specifics of the grants may preclude many projects. Additional Capital funds could be made available for a broader range of proposals.

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Lead Agency -IAC

Estimated amount of time need to implement activity or task: Annual

Watchable Wildlife Biologist - Eastside

Retain a watchable wildlife biologist to insure that wildlife populations are not being adversely impacted by viewers and viewing activity, regular research and monitoring of local wildlife populations is required. A dedicated biologist to review the wildlife viewing activities and wildlife populations for the entire east side of the state will insure that healthy wildlife populations will remain. This person will coordinate the viewing site plans of local communities to insure that species are not severely impacted, which could include threatened, endangered or sensitive species.

Lead Agency - WDFW

Estimated amount of time need to implement activity or task: Annual

Strategic Recommendations - CTED

Given the overwhelming support expressed by participants at the September 2003 watchable wildlife conference, the following tasks have been identified as new initiatives necessary to take wildlife viewing to further enhance the economic impact of wildlife viewing for rural communities. These activities will require additional funding and estimated range of costs are included as well as the amount of time to implement the activity or task. These activities would not take place all at the same time and some of them are timed with specific industry trends and coincide with current work CTED conducts.

Research and Marketing

Interactive Web Map

Develop a watchable wildlife interactive map component on the www.experiencewashington.com similar to that being developed this fiscal year for scenic by-ways. Map features will let consumers search for wildlife sites, by species, on a "clickable" map that also shows nearby communities, and other related activities and businesses. In addition, link to other websites with good images of the wildlife viewing sites or obtain images of these sites showing wildlife that can be viewed, including the Great Washington State Birding Trails.

Lead Agency- CTED

Estimated amount of time need to implement activity or task: 3 months

Economic Impact Research

Utilize existing economic impact research data to develop a methodology for measuring wildlife viewing impact on communities and provide bi-annual economic impact report as part of annual county travel impact reports. Use this methodology to determine most productive locations for wildlife viewing sites to maximize return on investment.

Lead Agency – CTED

Estimated amount of time need to implement activity or task: 2 months

Consumer Research

Conduct qualitative research in Seattle, Portland and one California metro market to gain insights into: 1) the type of wildlife viewing sites most attractive to the key audience; 2) other activities in rural communities that wildlife viewers seek; 3) key messages that influence travel behaviors of wildlife viewers; and 4) key media that are used most by wildlife viewers. This research can also be helpful in testing existing watchable wildlife ads. To determine audience reaction so that ads can be modified to be more effective. Results based on consumer preferences will be shared with communities and with WDFW to provide guidance in wildlife site development.

Lead Agency- CTED

Estimated amount of time need to implement activity or task: 2 months

Expand Advertising Exposure in Key Metro Markets

Expand wildlife print ad placement into additional niche publications targeting wildlife viewers as identified in Task #3 above. In addition, find new partners to share in the cost to air the ½ hour television program featuring scenic by-ways and wildlife produced by Belo Marketing Solutions in selected metro markets in key western states. Develop a receptive and international tour operator cooperative advertising campaign to increase watchable wildlife tour packages.

Lead Agency – CTED

Estimated amount of time need to implement activity or task: 7 months

Advertising ROI (Return on Investment)

Develop return-advertising investment research to determine the cost-effectiveness of an enhanced wildlife viewing advertising campaign.

Lead Agency- CTED

Estimated amount of time need to implement activity or task: 1 month

Media Blitz Involving Community Wildlife Viewing Representatives

Biennially conduct media blitz programs to be held in media centers of the US (New York and California) targeting niche wildlife media, including representatives of communities with wildlife viewing attractions. Arrange for media appointments among community representatives and key wildlife publication editors and writers to provide the

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community organizations an opportunity for one-on-one discussions to encourage media feature stories. In addition, during each blitz, CTED will hold a media marketplace providing communities an opportunity to meet with press and tour operators that are not available to meet during the one-on-one appointments.

Lead Agency- CTED

Estimated amount of time need to implement activity or task: 1 month

Technical and Financial Assistance Programs

Professional and Financial Assistance for Vendors and Communities

Create an "ombudsman" position for locals to help guide them through s the various stages of community building, from "How do we get started?" to "Where can we find money?" to "Help, our volunteers are at burn out!"

Small communities seldom have the knowledge, skills, and staff to conduct community needs' assessments of available resources, build local teams to tackle planning and implementation activities, conduct wildlife festivals, develop targeted publicity, develop sites and sustain partnerships. This was one of the strongest, most consistent items of feedback generated at the viewing conference. Universally, local officials and nonprofit organizations want "one person to call" to help them through difficult times.

Assist start-up businesses with technical assistance and training to identify sources for financing, business plan development, licensing requirements, and other business assistance. Community assistance would include technical assistance with preliminary organization and funding identification, wildlife festival development and publicity and other start-up assistance to help communities learn how to create their own wildlife viewing opportunities.

Lead Agency – CTED

Estimated amount of time need to implement activity or task: 3-6 months

Future Partnership Activities

Conduct Statewide Wildlife Viewing Conference

Every two years beginning in 2005, conduct a conference on development of wildlife viewing opportunities and promotion, based on participant needs.

Lead agency- Joint WDFW/CTED.

Estimated amount of time need to implement activity or task: 9 months

Partnership Development

Create a Washington State Watchable Wildlife Coalition to continue providing direction and feedback to CTED and WDFW on the wildlife viewing industry.

Lead Agency- Joint WDFW/CTED.

Estimated amount of time need to implement activity or task: 3 months

Continue to Develop and Market the Great Washington State Birding Trails

Obtain federal highway grant to complete additional birding trail loops with enhancements. Federal grant will pay 80% of costs. In addition, advertisements in bird watching magazines are targeted opportunities to immediately and directly draw in out-of-state visitors.

Lead Agency – Audubon Washington

Estimated amount of time need to implement activity or task: 60 months

Summary : What Will This Cost?

Activity	Task	Estimated Cost (Rough)	Lead	Estimated Time	* If begin FY 04
Research and Marketing					
	Wildlife site database	\$30,000-\$50,000	WDFW		July-Oct 04
	Interactive Web Wildlife Map	\$30,000-\$60,000	CTED	3 months	Nov 04-Jan 05
	Economic Impact research	\$35,000 -\$40,000 first year \$18,000-\$22,000 bi-annually	CTED	2 months	Oct 04-Dec 05
	Consumer Research	\$36,000-\$50,000	CTED	2 months	July- Sept 04
	Expand Ad exposure in key metro markets	\$150,000 - \$500,000	CTED	7 months	April 05-Oct 05
	Media Blitz	\$10,000-\$15,000	CTED	1 month	Sept 05
Technical and Financial Assistance					
	Professional/Financial Assistance Specialist	\$100,000-\$125,000 annually	CTED	3-6 months	July 04
	Matching Grants	\$100,000 - \$500,000	WDFW		July 04 – June 05
Site Development					
	Three WDFW Sites	\$774,000	WDFW	3 months	July 04
	Three WDFW Sites	\$540,000	WDFW	3 months	July 05
	O&M Increase for WDFW Wildlife Viewing Sites	\$150,000 - \$500,000 annually	WDFW	Annual	July 04
	Watchable Wildlife Biologist	\$100,000 - \$125,000 annually	WDFW	Annual	July 04
	Non-WDFW Capital Matching Grants	\$500,000+ annually	IAC	Annual	July 04
Partnerships					
	Wildlife Viewing Conference	\$50,000-\$75,000	CTED/WDFW	9 months	
	Watchable Wildlife Coalition	\$10,000-\$15,000 annually	CTED/WDFW	3 months	
	Birding Trail Matching Funds	\$400,000 - \$600,000	AW/WDFW	60 months	Sept 05
Total		\$3,015,000 - \$4,491,000			

Case Study: The Developing Coulee Corridor Nature Tourism Story

Coulee Country in Central Washington is one area where a few communities have pursued an expanded vision of a new mix of nature and cultural tourism. All of the ingredients for success exist in these communities, and on the adjacent public lands, to attract this new kind of visitor – one who is interested in real places with stories linking the past and present, blending the history and cultures of an area that has a backdrop of abundant natural scenery and wildlife diversity. Interwoven in this “quilted” landscape are thousands of acres of ponds and marshes, vast stretches of agricultural lands and smaller patches of native grasslands and shrubs that serve as a magnet for a wide diversity of birds, wildlife and human settlements.

The coulees and canyons of central Washington along the SR17/155 scenic byway provide remarkable opportunities to capitalize upon existing and potential sites to experience and enjoy birds and wildlife in natural settings while minimizing disturbance to wildlife and habitats and working with rural communities to combine conservation and economic development.

Initially the communities seemed to lack a cohesive, comprehensive method to develop a well thought-out large-scale tourism plan for the entire area. That is until a Scenic Byway grant and planning process came along to serve as the catalyst to bring representatives of ten towns, two counties, multiple state, federal, tribal agencies and conservation nongovernmental organizations (NGOs) to the planning table.

This project area, roughly stretching from Othello to Grand Coulee, is blessed with an abundance of ecologically and culturally significant resources as well as a substantial amount of tourist support infrastructure, like parking lots, public lands and access to recreation and trails.

The following are some of the major steps taken by a citizens steering committee as they worked to pursue a community planning effort that is leading to the development of a Scenic Byway Management Plan. It is also serving as the core of a sustainable, long-term nature tourism plan:

- Conduct dozens of public meetings starting in 1999
- Organize a steering committee early in 2000
- Inventory community resources & attractions 2000-2001
- Map the community resources and sacred sites 2000-2001
- Establish a formal Coulee Corridor Planning Committee 2002

Draft 1/14/2004. Do not cite. Send review comments to omallmfo@dfw.wa.gov

- Develop a "community vision/ future condition" 2002
- Share the vision 2002 - ongoing
- Conduct "familiarization" tours for key constituents 2001-2002
- Draft a community plan with ranked projects
- Draft a work/project plan with prioritized projects
- Obtain necessary training and leadership skills 2002
- Obtain funding for a priority project (two projects funded in 2001-02?)
- Continue the vision sharing
- Create and distribute a information which details the ecological assets and features along Coulee Corridor

For more information on this community effort check out the following:

<http://www.couleecorridor.org/>

http://www.cbass.org/bw_areas/birding_trail.htm

http://www.wsdot.wa.gov/biz/csd/BPBC_Final/

Appendix A: Economics and Demographics of Wildlife Viewing and Viewers

Note: Appendix A references data from the 2001 U.S. Fish and Wildlife Service's (USFWS) National Survey of Fishing, Hunting and Wildlife-Associated Recreation. This survey is conducted every five years by the U.S. Bureau of Census for the U.S. Fish and Wildlife Service. The 2001 USFWS Survey was designed to provide state-level estimates of the number of participants in recreational hunting and fishing, and in wildlife-watching activities (e.g. wildlife observation). Information was collected on the number of participants, where and how often they participated, the type of wildlife encountered, and the amount of money spent on wildlife-related recreation.

Data obtained from the 2001 USFWS survey and other sources are not entirely comparable. Methodologies can differ significantly from National to State Level Analysis, therefore care should be taken in interpreting data attributed to Washington State. Washington State Department of Community Trade and Economic Development Business and Tourism Development office conducts a variety of consumer travel trend data and travel economic reports, which can be viewed at www.experiencewashington.com/industry.

Economic Contributions of Wildlife Viewing

Participation in Wildlife Viewing

In 2001, 2.5 million U.S. residents 16+ years old participated in wildlife viewing activities in Washington. (See Figure 1.) Of these, an estimated 43 percent (1.1 million) traveled one mile or more to view wildlife spending an average of \$265 annually per person on trip-related expenses. An estimated 286,000 wildlife viewers were from out-of-state.

Participants in Fish and Wildlife Recreational Activities

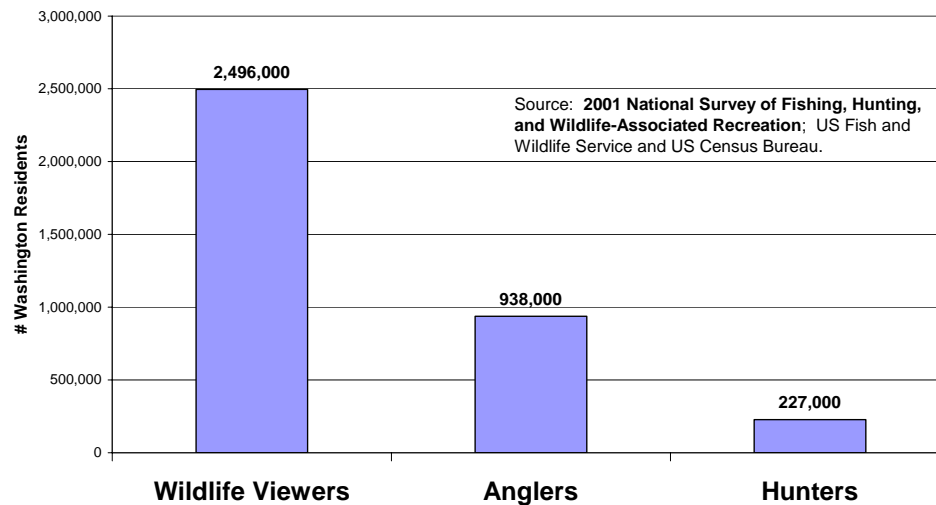


Figure 1: In 2001, 47% of Washington's residents participated in wildlife watching, compared to 30% nationally. Sixteen percent of Washington residents fished, and 5% hunted. Bird watching is one of the most popular of wildlife viewing activities for Washingtonians having the fourth-highest participation rating in the country. Thirty-six percent of Washington residents regularly participate in bird watching activities.

Expenditures by Wildlife Viewers, Anglers and Hunters

Fish & Wildlife Related Recreational Expenditures & Ex-Vessel Commercial Revenue in WA

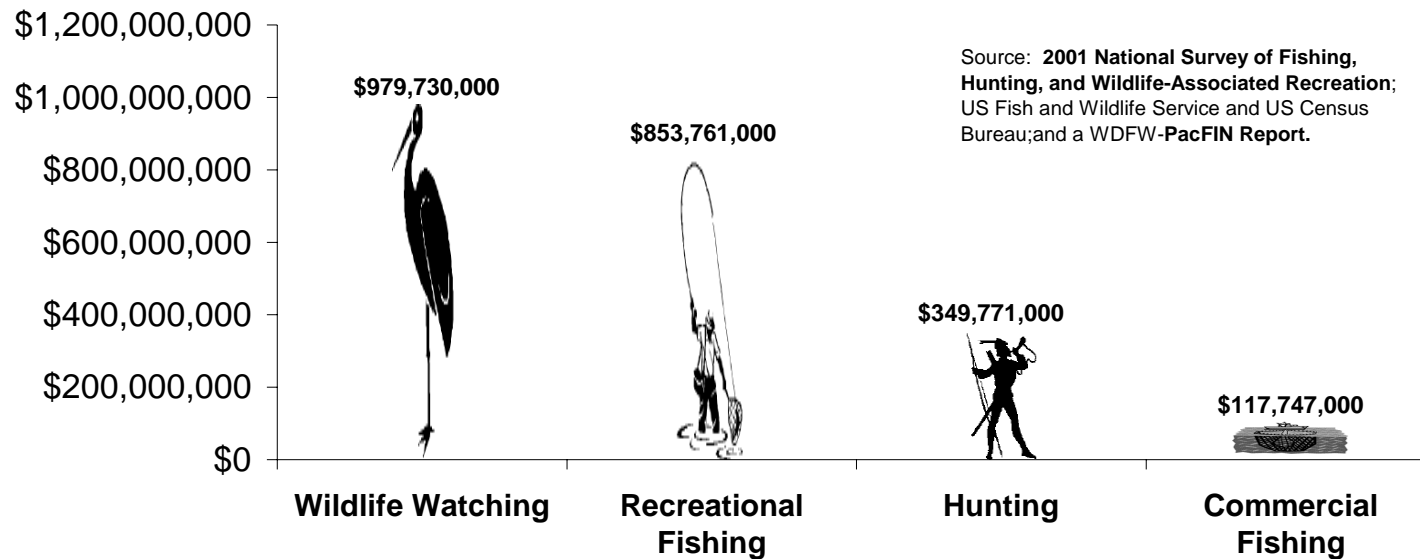


Figure2: Direct expenditures on wildlife viewing of over \$979 million exceed other fishing and hunting activities. The total economic output from wildlife watching in Washington, \$1.78 billion, is the 8th highest in the nation. Nationally, over 66 million people made trips primarily to view wildlife in 2001, spending \$38.4 billion and creating over 1 million jobs! Total economic output was \$95.8 billion, generating \$6.1 billion in state and federal tax revenue.

Wildlife viewers spend money in two categories: equipment and other items; and travel-related activities. Equipment expenditures include binoculars, spotting scopes, cameras, film and developing, bird and other wildlife food, birdhouses, packs, tents, vehicles, magazines and books, membership dues and contributions and plantings. Travel-related expenditures include accommodations, eating and drinking establishments, air and ground transportation, recreation, retail sales, and food stores.

Expenditures by Washington Residents on Wildlife Viewing

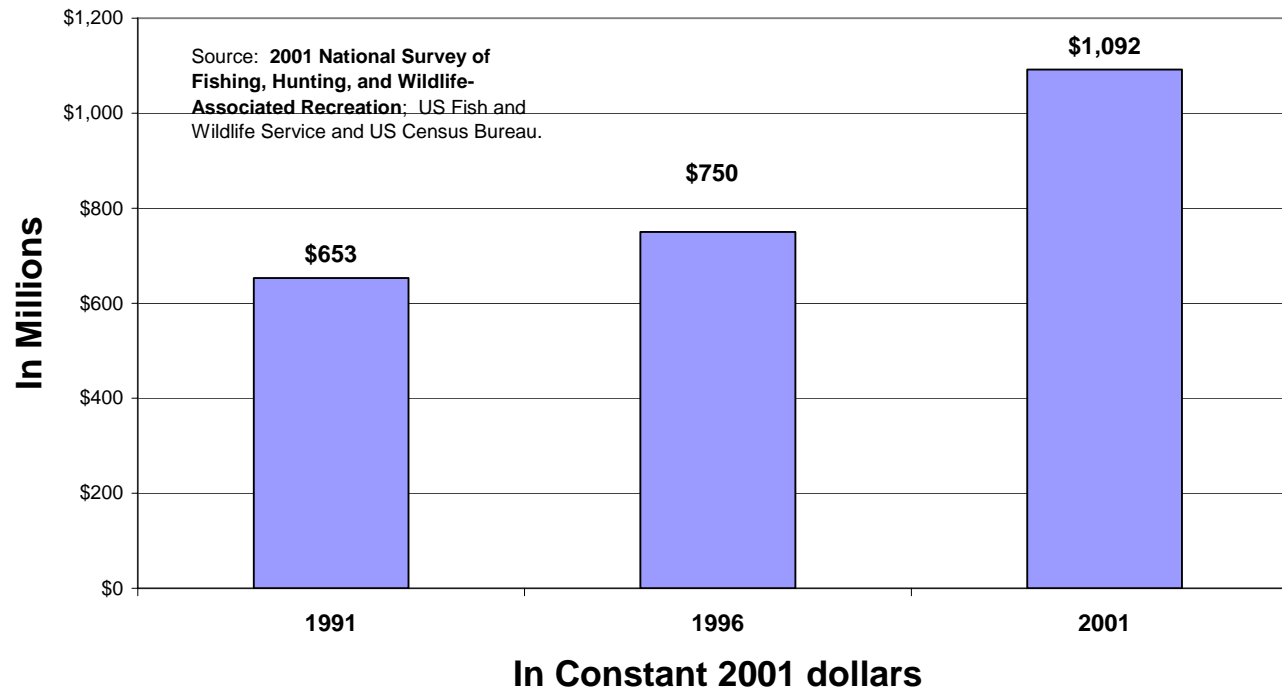


Figure 3: The US Fish and Wildlife Service and the Bureau of Census conducted similar surveys in 1991, 1996 and 2001, showing substantial growth in expenditures over the previous decade (adjusted to constant 2001 dollars.)

Jobs Generated

Wildlife viewing generates jobs! A variety of occupations benefit—wildlife tour operators, whale watching boat captains and deck hands, river rafting companies for eagles, government agency recreation staff, travel agents, Chambers of Commerce staff, local non-profit leaders, bird seed distributors, camera and binocular store salespersons, film processors, mail-order catalog companies, specialty equipment outlets, government land-owner use-fee staff, and many others. Occupations not normally associated with wildlife viewing, but having jobs provided as well are café wait-staff, gas station attendants, latte baristas, motel clerks, RV campground owners, car and kayak dealers, ferry sytem operators, book store mongers, magazine writers, print-shop press operators, paper mills, delivery drivers, museums and newspapers, etc. Wildlife viewing provides part-time and full-time employment. When you take a little piece of one person's time and income, and combine it with thousands of other similar pieces, it adds up.

Jobs Generated in Washington 2001

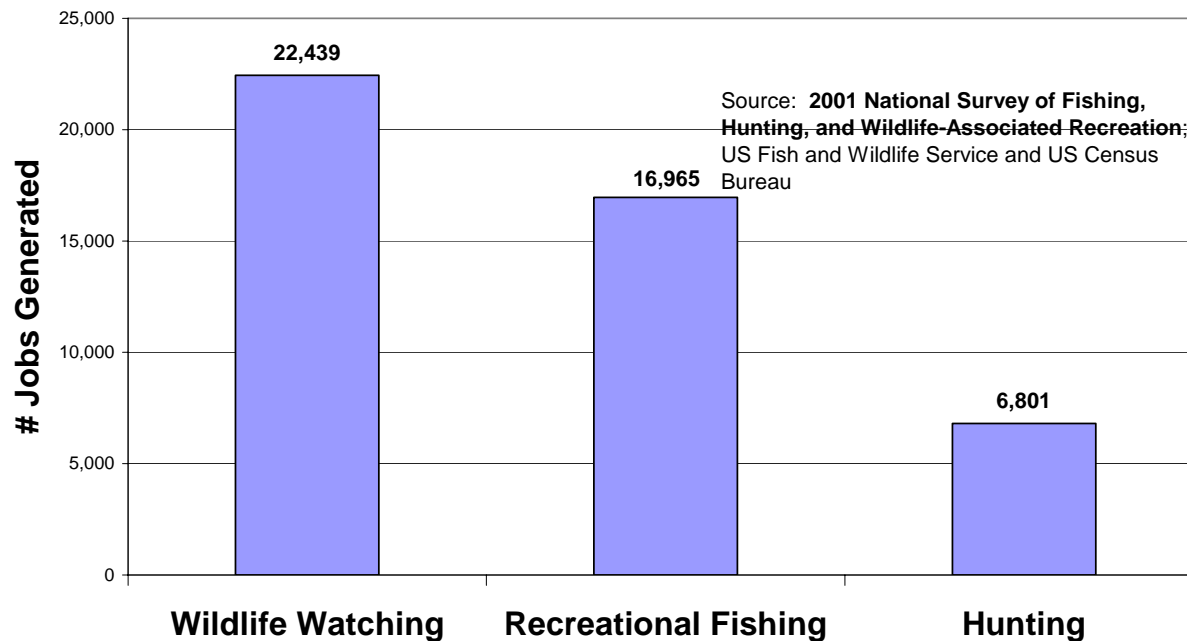


Figure 4: Fish and wildlife recreation creates substantial numbers of jobs and generates an estimated \$528 million in earnings totaling .8% of total state employment and .5% of total state wage and salary disbursements

Demographics of Wildlife Viewers

Impacts of Aging Baby-Boomers

Like most states, the majority of Washington residents soon will be middle aged “Baby-boomers”. Those born between 1946 and 1964 are now approximately 50 years old and along with their advancing maturity have come a new appreciation for “soft adventure” and the inclusion of meaningful educational experiences as an integral part of their travel. Baby Boomers are the dominant age group representing the “Urban Naturalist” lifestyle that is the ideal target for Washington State’s visitor industry. “Urban Naturalists” in Washington and out-of-state, travel for the best in culture and history available in a more urban setting and the outdoor and natural environment that offers the opportunity for an “up close and personal” interaction with wildlife species they can’t always observe in their backyard. This group is among the highest users of the Internet for travel. Details on this target audience are in the Marketing section of www.experiencewashington.com/industry.

Washington's Aging Population

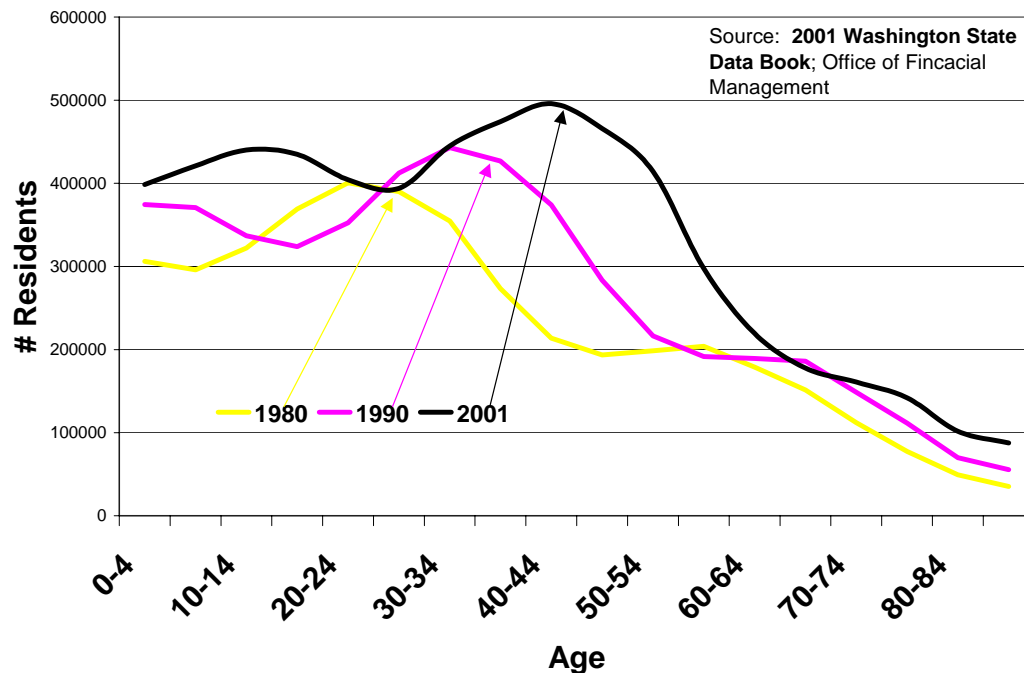


Figure 5

Age

Washington residents who participate in viewing wildlife and the national wildlife viewing public reflect the growing influence of the "Baby Boomer" population. Growth in wildlife viewing in Washington, especially that which is associated with travel, will depend on increasing awareness of the state's wildlife viewing opportunities among national and international consumers as well as Washington residents.

Age of Wildlife Viewing Participants

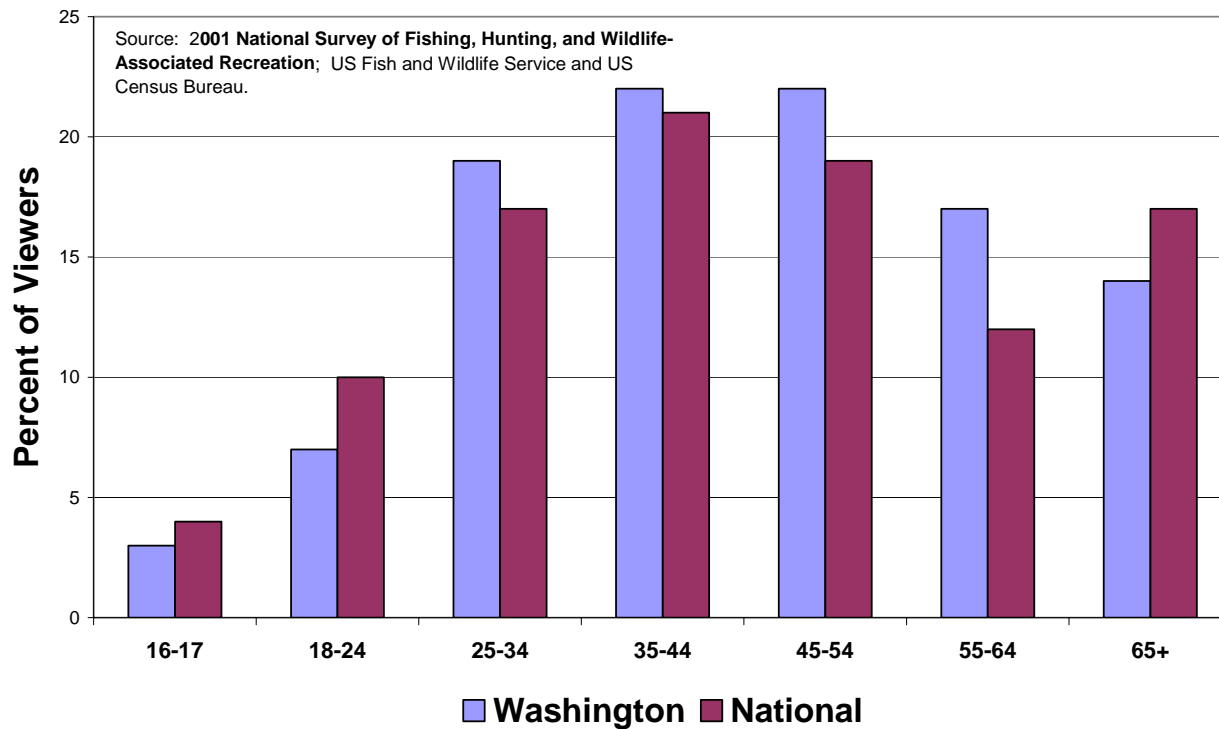


Figure 6: Percent of wildlife viewers in various age groupings.

Portion of Population that Participates in Wildlife Viewing

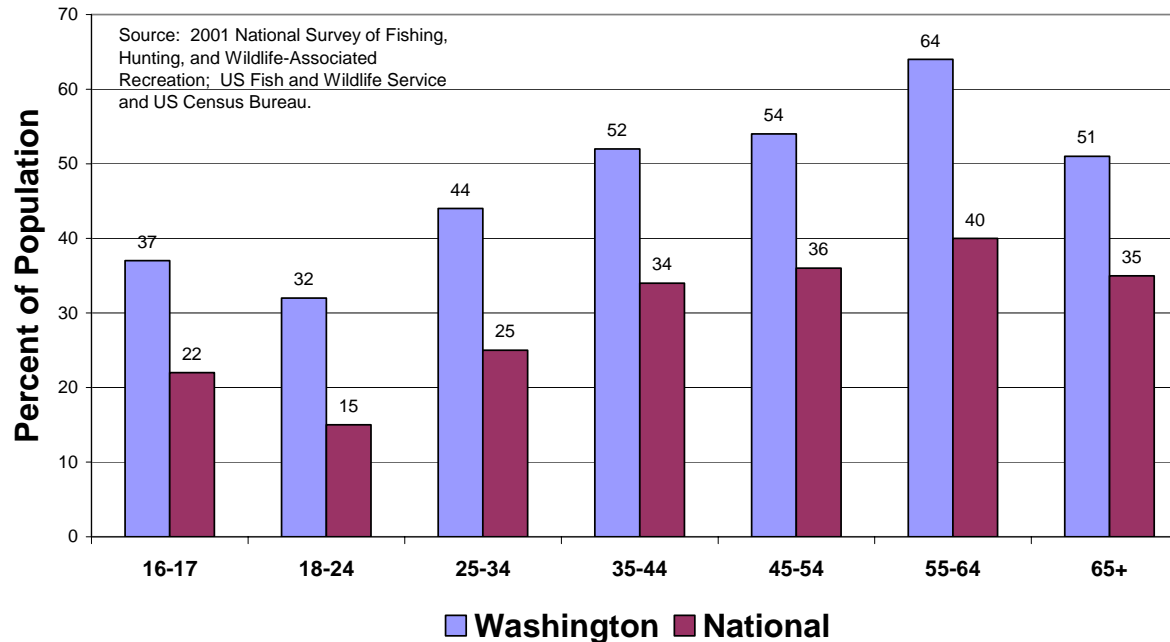


Figure 7: The percentage of each age group in Washington that participates in wildlife viewing activities far exceeds the national average.

Gender

Second, in contrast to the more traditional fish and wildlife recreational activities, women present a slight majority of participants in wildlife viewing activities. Focus group research conducted by CTED has consistently demonstrated that women are the information gatherers in any family setting. They are also most likely to use the Internet to seek travel information to help the family make travel decisions.

Fish and Wildlife Related Activity Participation in Washington by Gender

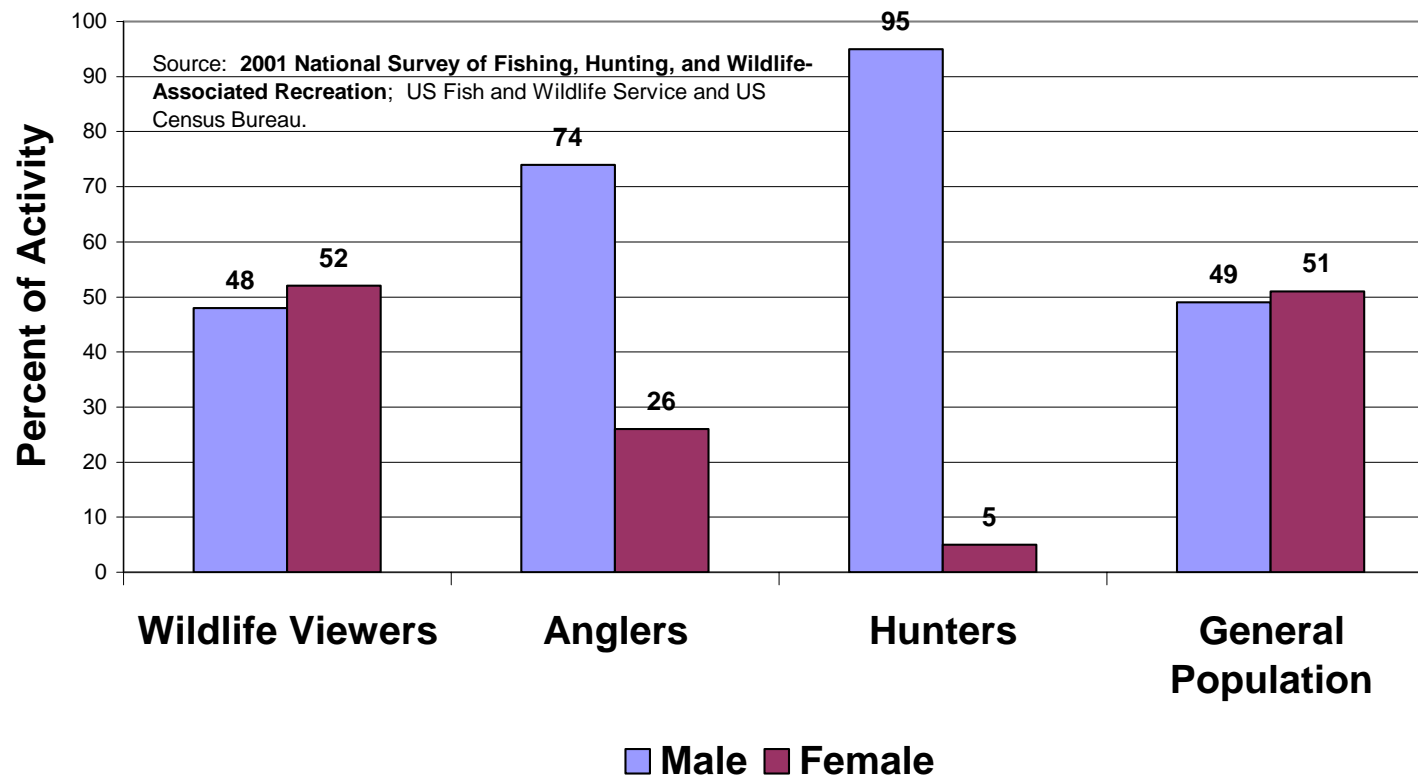


Figure 8

Residence

Not surprisingly, eighty percent of wildlife viewers live in larger cities. (See Figure 9.) Metropolitan centers of the U.S. are also those with the highest percentage of Urbanaturalist. These are sophisticated travelers who seek a connection with the natural environment because they often have little of it in their daily lives.

An estimated 1.065 million wildlife viewer's travel to see wildlife (nonresidential wildlife viewers.)

Currently the Puget Sound region is the largest source for visitors throughout Washington (see *A Report on the 1999 Travel Year* and other regional Visitor Profile studies available at www.experiencewashington.com/industry.) and this is reflected in wildlife viewers as well. It underscores the opportunity to expand the state's visitor base to attract more out-of-state as well as overseas consumers interested in a premium wildlife destination.

Where Wildlife Viewers Live

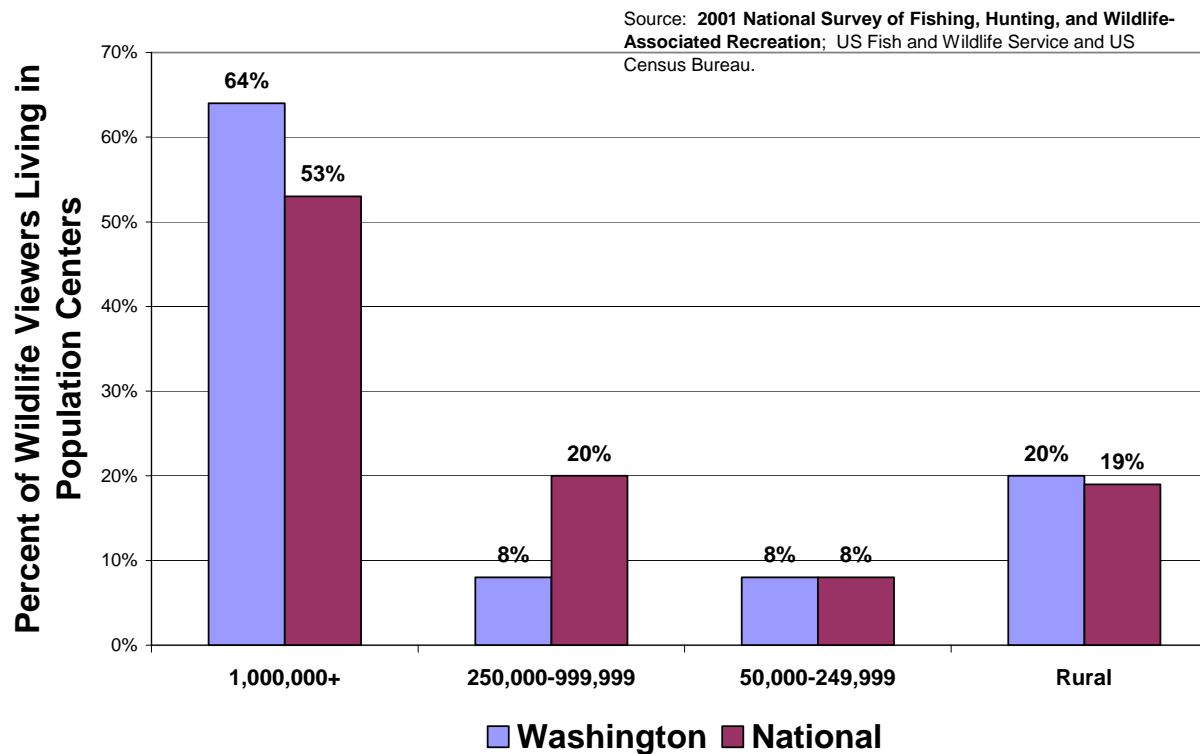


Figure 9: Eighty percent of wildlife viewers live in large metropolitan areas, traveling to rural areas for viewing activities.

Income and Household Size

With an average age of 49, wildlife watchers tend to be at the height of their career, making a professional family wage, are often empty-nesters with children through college, and many have paid off most loans and mortgages. A survey of visitors to the Great Texas Birding Trail found that the average household size is two. Visitor Profile studies conducted by CTED have consistently found the average travel party consists of two adults.

Income Levels of Wildlife Viewers

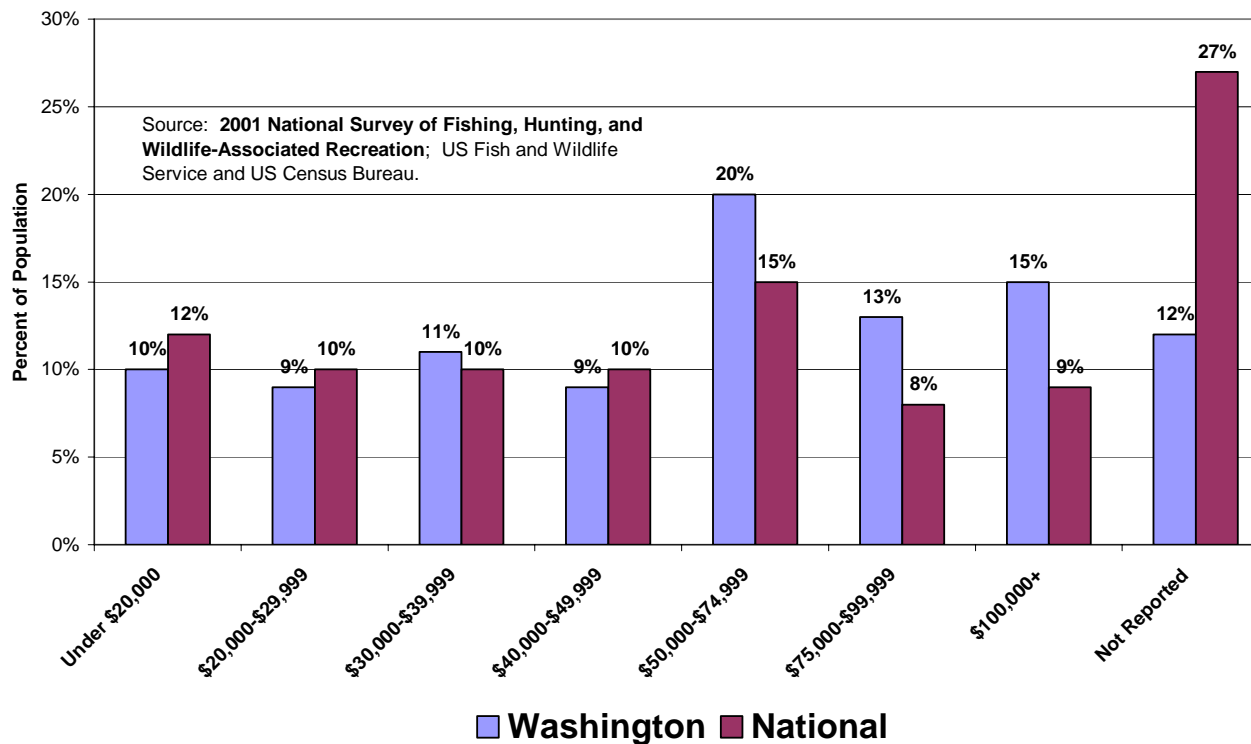


Figure 2: A characteristic of maturing populations is a peak of earning power as well as an increase in discretionary income. Wildlife viewers in Washington have higher incomes than is reflected by national figures.

Education

Wildlife watchers in Washington also tend to be more likely to be college-educated. This is also the finding for the state's travel target, the "urbanaturalist", so this substantiates the value of this lifestyle profile as a premium national and international target for wildlife viewing in Washington. Higher levels of education are also associated with higher use of the Internet for travel information.

Education Levels of Wildlife Viewing Participants

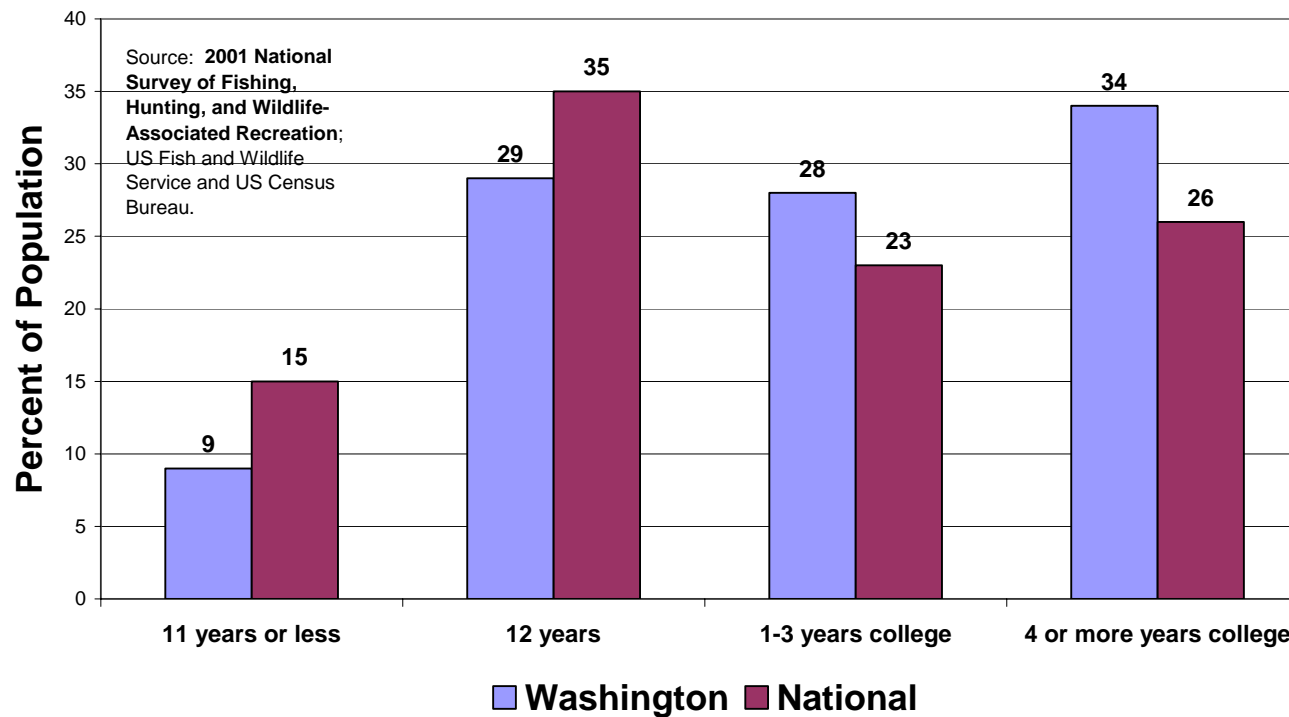


Figure 3: Wildlife viewing participants are well educated, with 62% of Washington viewers having some college education.

Appendix B: SB 5011 and HB1973

Senate Bill 5011

AS AMENDED BY THE HOUSE

Passed Legislature - 2003 Regular Session

State of Washington 58th Legislature 2003 Regular Session

By Senators Jacobsen, Winsley and Kohl-Welles

Read first time 01/13/2003. Referred to Committee on Parks, Fish & Wildlife.

AN ACT Relating to promoting wildlife viewing; adding a new section to chapter 77.12 RCW; and creating a new section.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

{+ NEW SECTION. +} Sec. 1. A new section is added to chapter 77.12 RCW to read as follows:

The department shall manage wildlife programs in a manner that provides for public opportunities to view wildlife and supports wildlife viewing tourism without impairing the state's wildlife resources.

{+ NEW SECTION. +} Sec. 2. (1) The departments of fish and wildlife and community, trade, and economic development shall host a working conference on promoting wildlife viewing tourism. The objective of the conference shall be to adopt a strategic plan and specific implementing actions to promote wildlife viewing tourism in Washington in a manner that both provides sustainable economic development in the state's rural areas and supports maintaining the state's wildlife diversity.

(2) The departments shall work with interested local governments, state agencies, visitor and convention bureaus, the hospitality industry, tourism development organizations, and tour operators and wildlife conservation organizations in preparing for and conducting the conference. The departments shall guide preparation for the conference by surveying programs and activities in other states and compiling information on current programs, infrastructure, and promotional activities regarding wildlife viewing tourism in Washington.

To enhance the effectiveness of the conference and its products, the departments shall seek to frame issues and outline options for improvement through white papers and preliminary meetings with interest groups.

(3) Among the topics that the departments and interest groups should address at the conference are:

(a) Strategies to increase revenues and benefits to Washington communities with wildlife viewing resources that have identified tourism as part of their economic development strategy;

(b) Strengthening the wildlife viewing tourism elements of gateway community partnerships among state and local transportation, economic development, and parks and wildlife agencies;

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- (c) Providing leadership and services by state agencies to assist local communities to assess their local wildlife viewing resources and to market tourism centered upon such resources;
 - (d) Developing proposals to increase state funding to local communities to implement local wildlife viewing tourism plans, including assessing resources, providing infrastructure specific to wildlife viewing tourism, festival development, and marketing;
 - (e) Promoting wildlife viewing tourism as an element of tourism related to the Lewis and Clark bicentennial commemoration.
- (4) The departments shall schedule the conference at a time sufficient to prepare a summary of the conference proceedings and proposals for legislative funding to be submitted to the appropriate committees of the legislature no later than December 15, 2003.

Second Substitute House Bill 1973

AS AMENDED BY THE SENATE

Passed Legislature - 2003 Regular Session

State of Washington 58th Legislature 2003 Regular Session

By House Committee on Appropriations (originally sponsored by

Representatives Veloria, McCoy and Kenney)

READ FIRST TIME 03/10/03.

AN ACT Relating to promoting tourism; amending RCW 43.330.090, 43.330.094, and 42.52.150; adding a new section to chapter 77.12 RCW; adding a new section to chapter 42.52 RCW; and creating a new section.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

{+ NEW SECTION. +} Sec. 1. The legislature finds that tourism is a growing sector of the Washington economy. Washington has a diverse geography, geology, climate, and natural resources, and offers abundant opportunities for wildlife viewing. Nature-based tourism is the fastest growing outdoor activity and segment of the travel industry and the state can take advantage of this by marketing Washington's natural assets to international as well as national tourist markets.

Expanding tourism efforts

can provide Washington residents with jobs and local communities with needed revenues.

The legislature also finds that current efforts to promote Washington's natural resources and nature-based tourism to national and international markets are too diffuse and limited by funding and that a collaborative effort among state and local governments, tribes, and private enterprises can

serve to leverage the investments in nature-based tourism made by each.

Sec. 2. RCW 43.330.090 and 1998 c 245 s 85 are each amended to read as follows:

(1) The department shall work with private sector organizations, local governments, local ({- economic -}) {+ associate +} development organizations, and higher education and training institutions to assist in the development of strategies to diversify the economy, facilitate technology

transfer and diffusion, and increase value-added production by focusing on targeted sectors. The targeted sectors may include, but are not limited to, software, forest products, biotechnology, environmental industries, recycling markets and waste reduction, aerospace, food processing, tourism, film and video, microelectronics, new materials, robotics, and machine tools. The department shall, on a continuing basis, evaluate the potential return to the state from devoting additional resources to a targeted sector's approach to economic development and including additional sectors in its efforts. The department shall use information gathered in each service delivery region in formulating its sectoral strategies and in designating new targeted sectors.

(2) The department shall ({- ensure that the state continues to -}) pursue a coordinated program to expand the tourism industry throughout the state in cooperation with the public and private tourism development organizations. ({- The department shall work to provide a balance of tourism activities throughout the state and during different seasons of the year. In addition, -}) {+ The department, in operating its tourism program, shall:

(a) Promote Washington as a tourism destination to national and international markets to include nature-based and wildlife viewing tourism;

(b) Provide information to businesses and local communities on tourism opportunities that could expand local revenues;

- (c) Assist local communities to strengthen their tourism partnerships, including their relationships with state and local agencies;
- (d) Provide leadership training and assistance to local communities to facilitate the development and implementation of local tourism plans;

- (e) Coordinate the development of a statewide tourism and marketing plan. The department's tourism planning efforts shall be carried out +} {+in conjunction with public and private tourism development organizations including the department of fish and wildlife and other appropriate agencies.

The plan shall specifically address mechanisms for: (i) Funding national and international marketing and nature-based tourism efforts; (ii) interagency cooperation; and (iii) integrating the state plan with local tourism plans.

- (3) The department may, in carrying out its efforts to expand the tourism industry in the state:

- (a) Solicit and receive gifts, grants, funds, fees, and endowments, in trust or otherwise, from tribal, local or other governmental entities, as well as private sources, and may expend the same or any income therefrom for tourism purposes. All revenue received for tourism purposes shall be

deposited into the tourism development and promotion account created in RCW 43.330.094;

- (b) Host conferences and strategic planning workshops relating to the promotion of nature-based and wildlife viewing tourism;

- (c) Conduct or contract for tourism-related studies;

- (d) Contract with individuals, businesses, or public entities to carry out its tourism-related activities under this section;

- (e) Provide tourism-related organizations with marketing and other technical assistance;

- (f) Evaluate and make recommendations on proposed tourism-related policies.

- (4) T +}he department shall promote, market, and encourage growth in the production of films and videos, as well as television commercials within the state; to this end the department is directed to assist in the location of a film and video production studio within the state.

(((- (3) -))) {+ (5) +} In assisting in the development of a targeted sector, the department's activities may include, but are not limited to:

- (a) Conducting focus group discussions, facilitating meetings, and conducting studies to identify members of the sector, appraise the current state of the sector, and identify issues of common concern within the sector;

- (b) Supporting the formation of industry associations, publications of association directories, and related efforts to create or expand the activities or industry associations;

- (c) Assisting in the formation of flexible networks by providing (i) agency employees or private sector consultants trained to act as flexible network brokers and (ii) funding for potential flexible network participants for the purpose of organizing or implementing a flexible network;

- (d) Helping establish research consortia;

- (e) Facilitating joint training and education programs;

- (f) Promoting cooperative market development activities;

- (g) Analyzing the need, feasibility, and cost of establishing product certification and testing facilities and services; and

- (h) Providing for methods of electronic communication and information dissemination among firms and groups of firms to facilitate network activity.

{+ NEW SECTION. +} Sec. 3. A new section is added to chapter 77.12 RCW to read as follows:

The department shall manage wildlife programs in a manner that provides for public opportunities to view wildlife and supports nature- based and wildlife viewing tourism without impairing the state's wildlife resources.

Sec. 4. RCW 43.330.094 and 1997 c 220 s 223 are each amended to read as follows:

The tourism development and promotion account is created in the state treasury. All receipts from RCW 36.102.060(10) {+ and 43.330.090(3)(a) +} must be deposited into the account. Moneys in the account {+ received under RCW 36.102.060(10) +} may be spent only after appropriation. {+ No appropriation is required for expenditures from moneys received under RCW 43.330.090(3)(a). +} Expenditures from the account may be used by the department of community, trade, and economic development only for the purposes of (({- promotion of -})) {+ expanding and promoting +} the tourism industry in the state of Washington.

{+ NEW SECTION. +} Sec. 5. A new section is added to chapter 42.52 RCW to read as follows:

When soliciting charitable gifts, grants, or donations solely for the purposes of promoting the expansion of tourism as provided for in RCW 43.330.090, state officers and state employees are presumed not to be in violation of the solicitation and receipt of gift provisions in RCW 42.52.140.

Appendix C: Partners

While the Legislature directed two state agencies (WDFW and CTED) to develop a wildlife viewing plan, plan writers wish to acknowledge the role that other government agencies and non-government organizations play in providing wildlife and wildlife viewing recreation. Major government and private landowners provide the majority of wildlife viewing opportunities in Washington and, in some instances, significant funds to develop projects.

Government Agencies

Washington State Parks Commission

Wildlife viewing opportunities are part of the overall visitor experience for the nearly 48 million people who come to Washington's 119 state parks each year. Many park lands and facilities, including 1,300 miles of trails, serve as ideal settings for WWL. While State Parks does not have a specific program or staff dedicated to the activity, the Commission has invested dollars in both its operating and capital budgets for WWL opportunities. On the operating side, the agency has covered the costs of informational handouts/posters on bulletin boards and signage at "active" sites (e.g. Jarrell Cove birding brochure, Dosewallips wildlife viewing platform, Flaming Geyser salmon interpretive trail).

Although there is no dedicated WWL staff, many State Parks employees spend time on wildlife-related work. Activities include habitat enhancement/restoration, construction of observation platforms and other visitor facilities, and providing information and interpretive programs for visitors. Parks stretch their budgets by enlisting volunteers to assist with these activities. For example, Southwest Region parks were able to use staff and volunteers to provide over 800 interpretive programs in 2003, many of which focused on wildlife.

Many of State Parks WWL-related activities result from interested park rangers promoting such efforts. Due to limited agency funds, some monies have been found through grants to finance ranger-led efforts, including interpretive trails, viewing platforms, and interpretive literature. Other WWL activities are evolving through partnerships with other organizations. For example, the Audubon Society is considering an environmental education center at Riverside State Park. Audubon and the Trumpeter Swan Society are helping State Parks to plan and develop wildlife viewing trails at Bottle Beach and Leadbetter Point state parks.

In 2002, State Parks began a "Discovery Pack" program to support wildlife viewing in parks. The packs, which contain binoculars and field guides, can be checked out from park offices. This program allows families to explore parks and wildlife at their own pace, when formal programs don't fit their travel time and plans. State Parks plans to increase the number of these packs as funds become available.

Washington Department of Natural Resources

While no funds are earmarked for a Watchable Wildlife Program in the Department of Natural Resources, the overall Operations Budget provides for access to conservation areas and recreation sites for wildlife viewing. The Operations Budget supports Watchable Wildlife opportunities.

Approximately twenty five percent of the Natural Area Preserves and Natural Resources Conservation Areas managed by DNR provide wildlife viewing opportunities. Access on these sites ranges from primitive to developed, interpretive access. Staff time at these sites ranges from one to six staff months per year.

The Natural Areas Program formerly had one FTE dedicated to outdoor environmental education and outreach. Funding for this position was lost in 2003 budget reductions. The Natural Areas Program expends approximately two FTEs on the 20 sites that directly/indirectly benefit wildlife viewing opportunities. Additional resources are provided through the Department's Recreation Program.

Problems include an inadequate Capital Budget that leads to an inability to develop access for wildlife viewing at natural areas. With additional developed access, the Department would need additional staff to maintain sites and provide interpretation.

DNR's goal is to encourage wildlife viewing while not harming, harassing or frightening the wildlife. Staff and monitoring resources are required to properly plan and carry out an effective wildlife viewing program and experience for the public.

The Commissioner of Public Lands has introduced the Legacy Trust to the Legislature as a potential new funding source to fund conservation and recreation programs. The Department will continue to request budget enhancements to develop the Natural Areas Program. Additionally, the Department has recruited and trained volunteers to assist on natural areas and recreation sites. The Department has cooperated with other agencies, organizations and educators to support wildlife viewing opportunities as a part of overall education, protection and conservation efforts.

The Department has acquired and developed sites where wildlife-viewing opportunities exist, some with trails, interpretive signs and viewing platforms. Natural Areas Program staff lead tours on natural areas, working with students at all levels from elementary grades to graduate school.

Natural Areas Program managers are now headquartered in each Region to work directly with local communities. Region natural areas managers and Department ecologists work with local educators and lead educational visits to sites, where learning about wildlife is part of the experience. Presentations are made to local Audubon chapters and other conservation groups. Local Americorps volunteers, site stewards and other volunteers also interact within the communities. Major partners include: educators, stewards and volunteers; The Nature Conservancy and other private conservation organizations; land trusts; local officials and community leaders; local community colleges, universities, and agencies providing acquisition and development grants.

Washington State Department of Transportation

Washington's abundance of parks, forests and natural areas offer a wealth of recreational opportunities for travelers, and make the state an ideal candidate for implementing the National Watchable Wildlife Program. The national program is implemented by individual state programs. In Washington, authority to implement the signage program came from the state legislature's direction to Washington State Department of Transportation (WSDOT) to provide signage along the state highway system that helps identify and locate significant natural and heritage resources. The Watchable Wildlife Program is one of WSDOT's primary implementations of that policy. To help implement the state program WSDOT has partnered with the Federal Highways Administration, (FHWA), the Department of Fish and Wildlife (WDFW), cities, counties and other site owners.

As partners, WDFW and WSDOT coordinated with other participating agencies to develop and install directional signing for the wildlife viewing sites detailed in the Washington Wildlife Viewing Guide and accompanying directional signs provide access to the sites for travelers by linking our state's roadways to ninety of the best wildlife viewing sites around the state. The sites are a diverse collection of public and private lands, and range in size from entire national parks and wildlife refuges, to small city parks and specific locations on private lands. Some of the sites are comprised of several miles of a transportation corridor. Collectively, each of the ninety sites offers considerable opportunities to observe native wildlife in its natural state.

Directional Signing Project. The now familiar brown and white binocular sign was adopted by the Federal Highway Administration as the international wildlife-viewing symbol, in guiding motorists to sites where seeing wildlife is likely to occur. These directional signs use the binocular logo, directional arrows, and the wording "wildlife-viewing area" to guide motorists off state highways and onto county and local roads that lead to the viewing sites. The signs may also identify the site itself if no other sign is posted. The Watchable Wildlife signing system is central to the program's success and is what distinguishes Watchable Wildlife guidebooks from other outdoor guidebooks. The end result is that the standardized system of signing makes finding recreational wildlife viewing opportunities faster and easier.

One outcome of the conference is the development of a joint Department of Transportation, WDFW and local nonprofit member task force to create Design Guidelines for wildlife viewing pull-offs. Currently no such guidelines exist. Adding them to the engineering specifications manual is the first step in obtaining funding for potential viewing pull-offs.

Washington Interagency Committee for Outdoor Recreation (IAC)

IAC for Outdoor Recreation: Since 1964 the Interagency Committee for Outdoor Recreation has improved the state's quality of life through its investment of public funds in parks, trails, beaches, boating facilities, wildlife habitat, and natural areas. Established by citizen Initiative 215 in 1964, IAC helps finance recreation and conservation projects throughout the state. Composed of five citizens appointed by the Governor and three state agency directors, the Committee brings together the experiences and viewpoints of citizens and the major state natural resource agencies.

The Committee fosters the protection and enhancement of Washington's natural and outdoor recreation resources for current and future generations. The Committee provides funding, technical assistance, research and policy development, coordination, advocacy, and encourages long-term stewardship.

IAC administers several grant programs for recreation and habitat conservation purposes. Depending on the program, eligible project applicants can include municipal subdivisions of the state (cities, towns, and counties, or port, utility, park and recreation, and school districts), Native American tribes, state agencies, and in some cases, federal agencies and nonprofit organizations.

To be considered for funding assistance, most grant programs require that the proposed project will be operated and maintained in perpetuity for the purposes for which funding is sought. Most grant programs also require that sponsors complete a systematic planning process prior to seeking IAC funding. Grants are awarded by the Committee based on a public, competitive process which weighs the merits of proposed projects against established program criteria.

US Forest Service

The Mission of the Forest Service's NatureWatch Program is: To provide children and adults the opportunity to safely view, and participate in, activities and programs that raise their level of awareness and understanding of, wildlife, fish, and plants and their interactions and connection to ecosystems, landscapes, and people.

Through the Forest Service's NatureWatch Program, a wide variety of wildlife and fish viewing sites are located throughout the State of Washington. In addition there are a number of "NatureWatch" educational programs designed to introduce children and adults to the wonders of watching wildlife. Millions of people enjoy these treasures by visiting the Olympic, Mt Baker-Snoqualmie, Gifford Pinchot, Wenatchee/Okanogan, and Colville National Forests, and the Columbia River National Scenic Area.

The Nature Watch Program also includes opportunities for viewing wildflowers – a major recreational activity throughout the Pacific Northwest. National Forests in Washington provide endless opportunities to enjoy wildflowers in spectacular mountain settings.

The Forest Service funds a full-time National NatureWatch Coordinator position and an array of NatureWatch "champions" and regional coordinators who assist and promote the development of the National NatureWatch Program mission.

US Fish and Wildlife Service

The National Wildlife Refuges (NWR) and National Fish Hatcheries in Washington offer unique wildlife viewing opportunities. National Wildlife Refuges consider wildlife-dependent recreation as priority public use, and most offer opportunities for "watchable wildlife" observation.

A few of the successful festivals focused on wildlife resources have been the Sandhill Crane Festival, Nisqually Watershed Festival, Grays Harbor Shorebird Festival, Wenatchee River Salmon Fest and Ridgefield Birdfest. Other successful events held each year at many NWR's include National Wildlife Refuge Week in October and International Migratory Bird Day in May.

There is no dedicated staff for "watchable wildlife", yet many of the staff spends a portion of their time on providing wildlife observation opportunities. Activities include: community events and festivals, construction and maintenance of observation platforms/pull-outs/blinds and other visitor facilities, providing information for visitors, and providing interpretive tours for many different groups. The major challenge facing implementation is limited staff and funding.

Friends, or refuge support groups, have helped address the challenges with NWR staff. These groups publish newsletters, volunteer with projects, provide information, and other types of support. USFWS is generally one of several partners involved with these opportunities in the communities. Through Refuge Roads projects, Scenic Byway designation, Birding Trails, Festivals, Events, visitor facilities, auto tour routes and numerous others, generally on NWR's and Fish Hatcheries.

US Bureau of Reclamation

The Bureau has neither specific budget nor staff for wildlife viewing activities, but takes opportunities to cost share with others on specific projects effecting Reclamation lands

Overall the program has the following challenges: 1. Avoid conflict with other uses, 2. gaining support from others, 3. funding, 4. suitable sites for the activity. The Bureau works with others after sites have been identified, and have done some area wide planning that identifies the program and specific sites. Supports two festivals and a number of guides to watchable wildlife utilize Reclamation lands and the resources on them as areas with wildlife for viewing. Major partners are Audubon, WDFW, Othello and Coulee Corridor groups, USFWS. BOR helped fund the Coulee Corridor Scenic Byway Trail.

NOAA/ Marine Fisheries Service/Marine Sanctuaries

The National Oceanic and Atmospheric Agency Fisheries has three primary overall goals: rebuild and maintain sustainable fisheries; promote the recovery of protected species; protect and maintain the health of coastal marine habitats. In FY 2003 approximately \$20,000 was spent on watchable wildlife related activities. This is, however, primarily due to an influx of funding related to the Southern Resident killer whales. NOAA created some additional "Be Whale Wise" materials and contracted with Soundwatch/The Whale Museum and Washington Department of Fish and Wildlife to assist with distributing materials and increasing public awareness. Generally the funds available are not consistent every year.

The National Marine Sanctuary Program has applied \$60,000 annually in funding primarily for staff time in bolstering the National Park Service, Makah Tribal as well as local private sector support for marine wildlife viewing and marine wildlife education. The National Marine Sanctuary Program works closely with the nonprofit Olympic Park Institute to develop and lead wildlife based educational seminars and has worked with numerous Sekiu/Neah Bay based charter operators to broaden their services and markets toward wildlife viewing (whale and birds) and basic scenic charters. At the national level, National Marine Sanctuaries has been active in the national Watchable Wildlife initiative for years and at many sites, their programmatic involvement with tourism and wildlife-based recreation is significant.

Major challenges in this area include: reliable sources of funding and no full time staff positions. However, developing partnerships within the agency and externally has allowed NMSP to build on the funds available and do more than would be able to do on their own. Other important community programs and outreach efforts include local community training sessions for stranding response programs and responsible viewing guidelines posted on their web pages.

In the Olympic Peninsula region, they are working with the visitor and convention bureau, chambers (Forks and Port Angeles) on enhancing wildlife tourism through interpretive facilities and programming, and will continue to work on the development of a \$240k-\$400k visitor center in Port Angeles.

National Park Service

The National Park Service manages 9 units in Washington. These range in size from Olympic National Park with one million acres to Whitman Mission with 98 acres. Klondike Gold Rush in downtown Seattle is an exception with no real acreage and no natural resources. In combination, the park service in Washington manages roughly two million acres. These include important breeding grounds, wintering grounds and wildlife viewing areas.

National Parks have been set aside for a number of reasons. For many of Washington's National Parks, protecting wildlife species was a primary or secondary motivation in their designation. Olympic National Park, for instance was in large part, set aside to protect the Roosevelt elk. That said, wildlife viewing is not separated from other activities in park management or budgets.

National Parks spends a considerable amount of money protecting Washington wildlife and providing trails, bathrooms, interpretive programming, brochures and web resources for visitors seeking a wildlife viewing experience. Over six and a half people visit Washington's National Parks each year. The spin-off from this to the local economy provides a significant boost to Washington's economy.

NPS has no full time staff dedicated to Wildlife Watching per se, but have a number of people dedicated to building trails, visitor centers and rest areas as well as giving interpretive tours and providing signage about wildlife watching opportunities.

Limited funding makes any new undertakings extremely difficult. It also makes maintenance of our existing facilities and programs difficult. NPS has developed partnerships with non-profit and other agencies to stretch the budget, and also uses volunteers to help build and maintain trails and educate the public about park resources.

Over six and a half million people visit Washington's National Parks, many seeking wildlife watching opportunities. For these users, NPS maintains over a thousand miles of trails in Washington, countless campgrounds, rest areas, wayside exhibits, web resources, and visitor centers. In addition NPS participates in local community events, and school and youth group programs. Tens of thousands of students learn about wildlife and environmental science through park educational programs. The National Park Service also provides assistance in park development and planning for local communities through a grant program.

National Parks in Washington provide tourists with recreational opportunities, trails, facilities, visitor centers, educational programs, etc. These directly support tourism in Washington's urban and rural communities (again, this is 6.5 million visitors). Park managers also meet with local community members and tribes to develop strategies and plans for local tourism. Brochures, maps and web resources provide secondary support to potential area visitors. Major partners are: University of Washington; North Cascades Institute; Olympic Park Institute; local communities; conservation nonprofits; other federal agencies

US Army Corps of Engineers

The United States Army Corps of Engineers (USACE) is made up of civilian and military men and women. This diverse workforce of biologists, engineers, geologists, hydrologists, natural resource managers and other professionals assist with the planning, designing, building and operation of national water resources and other civil works projects.

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Budget size for wildlife viewing related work in Washington is estimated at - \$200-400K annually. The United States Army Corps of Engineers has 4-6 staff positions with responsibilities for fish and/or wildlife viewing and education. With limited success and visibility, aside from localized areas, wildlife viewing opportunities are relatively obscure and not highly publicized. The Corps works throughout the state on many projects. Several of them are ideal for WW opportunities, but without a higher priority or understanding, those opportunities will continue to be missed.

Tribes

The 29 federally recognized tribes in Washington comprise a population of 104,819 and 3,258,686 acres of reservation land throughout the state. Each tribe's desire and capacity for tourism development differs depending on cultural, geographic, economic, and natural resource factors; and each tribe that does desire tourism development has different resource and technical assistance needs. "Federally recognized," means these tribes and groups have a special, legal relationship with the U.S. government. This relationship is referred to as a government-to-government relationship.

Key agencies that WDFW and CTED coordinate with are Governors Office of Indian Affairs (GOIA) and the Affiliated Tribes of Northwest Indians (ATNI). While WDFW and CTED coordinate efforts with GOIA and ATNI it is recognized that each tribe is a sovereign government and must be treated as such.

Centennial Accord between the federally recognized Indian Tribes in Washington State And The State Of Washington. The Accord dated August 4, 1989, is executed between the federally recognized Indian tribes of Washington signatory to this Accord and the State of Washington, through its governor, in order to better achieve mutual goals through an improved relationship between their sovereign governments. This Accord provides a framework for that government-to-government relationship and implementation procedures to assure execution of that relationship.

Northwest Trek

Northwest Trek is dedicated to conservation and education through the display, research and interpretation of native Northwest wildlife and their native habitats. NWT attracts 160,000 visitors per year and is planning to increase that to over 200,000 by 2005. NWT is a publicly owned zoological park dedicated to the display, research and conservation of native Northwest wildlife species. We provide an opportunity for visitors to view and enjoy watchable native wildlife in wholesome, safe surroundings.

With a \$3 million general annual operating budget and 25 positions, NWT faces several issues: funding – particularly capital; aging infrastructure; site location – well away from urban and demographic center; lack of non-profit support group. Needs include: funding – increase revenues; repair and replacement Aging infrastructure through public bonding; more effective marketing and pr program; and establishing and foster support group

Primary partners include: WDFW; USDA – Forestry; USDA APHIS – Center for Wildlife Research; USDI – Wildlife Department; Many other American Zoo and Aquarium Association (AZA) accredited facilities; Local school districts; Metro Parks Tacoma; WA Dept of Natural Resources; Northwest Ecosystem Alliance; WA Dept of Agriculture; Cascade Land Conservancy

Nonprofits

Audubon Washington

Audubon Washington conserves and restores natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of humanity and the earth's biological diversity.

Goals of the Great Washington State Birding Trail: To identify and conserve wildlife and birding areas as economic assets for local communities; and to contribute to a sustainable economy through nature tourism.

Audubon Washington is developing the Great Washington State Birding Trail as a self-guided automobile tour for bird watching. It is modeled after the successful and popular bird watching trails in Florida and Texas. There will be seven driving loops covering the entire state of Washington. The first two are complete: the Cascades Loop and the Coulee Corridor Scenic Byway. Each trail has a full-color map created to guide visitors to the 50 + best bird-watching sites that can be accessed by car. The maps provide paintings of the common birds to be seen and detailed information on where and when to find the birds. Five additional maps will be created during the next few years.

Audubon Washington is creating the Great Washington State Birding Trail in partnership with the Washington Department of Fish and Wildlife and Washington Office of Tourism. Other funding partners include the local Audubon Chapters, US Fish and Wildlife Service, Washington State Department of Transportation, US Bureau of Reclamation, the Icicle Fund, Puget Sound Energy, and many individual donors. Local tourism boards, Chambers of Commerce and individual businesses are in-kind partners.

Plans to complete the Great Washington State Birding Trail include applying for federal highway funds that will pay 80% of the cost; the state and private contributors would supply the balance.

Successes and Challenges: Audubon Washington planned a 5-year distribution of 50,000 Cascade Loop maps, but 47,000 + have already been sent to national and worldwide bird watchers. Our challenge is to establish a systematic method by which to measure the economic impacts of birders and watchable wildlife enthusiasts. The State of Texas has already established such a system.

Newspaper coverage includes a bi-weekly column in the Seattle Times Northwest Weekend bi-weekly column "Top Spots for Birders". The Leavenworth Chamber of Commerce's new tourism strategy is on wildlife viewing using birding watching as an anchor and a major attraction to Leavenworth. The majority of the Chambers of Commerce on the Cascade Loop and the Coulee Corridor Scenic Byway has embraced the Birding Trail Maps as significant products that enhances tourism.

Rocky Mountain Elk Foundation

RMEF's Project Advisory Committee Funds translates into approximately \$200,000.00/ year that comes back to the State of Washington, of which an estimated \$15-20,000/yr. goes towards a project with a primary purpose of the conservation education or esthetics related to experiencing/viewing of wildlife and or elk in Washington.

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Another related resource is their Washington state grants program that is approximately \$20,000, of which an estimated \$4-5,000 goes toward conservation education and/or the viewing of elk and wildlife in Washington. RMEF supports wildlife viewing and elk viewing when carefully planned and developed.

People for Puget Sound

People for Puget Sound is a non-profit citizens' group working to protect and restore the health of Puget Sound and the Northwest Straits through education and action. Their vision is a clean and healthy Sound, teeming with fish and wildlife, cared for by people who live here.

Appendix D: Comments from Wildlife Viewing Conference

September 3, 2002, Olympia, WA

Need Statements: Consolidated

- Lack of Funding-for campaign, staff, agency participation, signing, materials, future needs
- Need a coherent vision of what watchable wildlife is and how to project that to the public and agencies
- Need to make it easy for others to get a program going, need instructions, who to talk with, how is it done, what is the safe way to do the program both from site selection and public safety while viewing.
- Need to develop methods to help volunteers and keep them from being burned out
- There is a need to protect both private landowners from damage and the wildlife that is being viewed.
- Educate the public on what is being seen, develop the infrastructure to support sites
- How to develop local interest and support, emphasis on economic return on investment, how it promotes area, get sites into urban areas also
- Need political and business support for program
- Governmental agencies need to support and show some priority for program

As Stated

- Legislative dedicated competitive grants program *How does this fit my communities needs? (funding wise) SB 5011 (3.a) funds
- False perceptions regarding tribal image "keep it to ourselves" selfishness toward Washington resources"
- Refusal of law enforcement to enforce natural resource and wildlife laws
- Public agencies do not prioritize non-consumptive use
- Addressing cultural barriers to understanding wildlife viewing practices
- Addressing individual attitudes and resistance to change
- Lack of current baseline habitat and species data – accuracy of information
- Relationships with tribes
- Need assessment tools

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- Whale watching industry supporting research program
- Threat of watchable wildlife to local cultural values and community nature
- Lack of environmental assessment
- Credibility – paid staff vs. volunteers, recognition, federal/state agencies, involve the community, all inclusive with communication
- Cultural issues must be addressed to make progress with tribes, tribal participation
- “Certification” program for nature-based tourism
- “Master naturalist” badge or certification – a recognition for the user – consistent icons

Ideas and Opportunities for Solutions

- Cohesive/strategic marketing plan (target: youth, disabled/handicapped)
- Donations ILO fees
- Open to opportunities of a growing industry
- One-stop shopping – staffed coordination – funding mechanisms
- User fees to manage cooperative activities
- Use hotel/motel tax dollars for land owner assistance “habitat development” (legislation needed)
- Sell end products (e.g., birding trail maps) to fund infrastructure
- License plate sales – individual species/plate earmarked to wildlife
- Bypass parking fees
- Business “decal” or other showing wildlife support – certified wildlife – friendly business
- Personalize wildlife sites – For a fee (adopt a site) donor recognition (tile bricks)
- Broad-based fee for non-consumptive wildlife (or through hotel/motel tax)
- Stewardship – long history
- Simplify accessibility permits
- Establishing permanent funding programs
- Adequate support (Legislative/dollars/staff) to keep all this work going
- Tourism budget/program that meets needs and can showcase the state’s natural resources
- Get private dollars to help educate teachers and kids (e.g. Puget Sound Energy)
- Get Local business support; e.g., hotels, etc. by demonstrating economic benefits
- Compensation of/to local residents
- Grant/\$\$/funding facilitator
- Local watchable wildlife fee collection/kiosks boxes
- Tax benefits to private land owners offering watchable wildlife opportunity
- Explore income tax breaks – RV/SUV tax
- Corporate sponsorship/involvement and other sponsorship, cooperative agreement
- Get local DMO support for watchable wildlife to breakdown attend chamber of commerce or CVB
- Identify economic benefits

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- Need to draft blanket press release on economic impact number
- Standardized permit for watchable wildlife similar to Parks & Recreation
- Look at all Washington State grants and see if properly focused
- Funding solutions adding to tax similar to hotel/motel
- Develop festival and proceeds to help funding
- Financial incentives to private landowners to develop infrastructure or access on tax breaks
- Dedicated long-term funding – general tax @, hotel/motel tax, tax on binoculars, sports equipment, watchable wildlife license, user stickers
- Pledge – individual or organization for responsible behavior/practices – guidelines
- Legislative strategy - \$ for watchable wildlife
- Developing incentive program – private lands, USDA \$
- Private partnerships – donations, sponsorships
- Foundations developed
- Money; e.g., IAC \$, but where does it come from? – hotel/motel tax, parking pass – though current situation is complex and confusing – general fund, economic development – percent of lottery
- Building partnerships – open communication
- Grant funding to enhance partnerships
- Education (prior to viewing of in conjunction with subject matter experts)
- Successful prototypes/examples that “work”
- Attempt national dedicated funding of watchable wildlife -supplemental budget requests for watchable wildlife – approach local and statewide legislators
- Local/cities) community revenue generator (promote economic development)
- Funding for facilities and planning – FTA (partner-match) and T-21
- Create financial incentives for multiple partnerships – and businesses to support

Cooperation/Coordination

- Grass roots/special interest groups
- WACO – Washington Association of Counties
- AWC
- Coordinate with and address a larger group – expand communication
- Create working group of agencies to define “watchable wildlife” and develop goals and objectives
- Regulatory agencies need to be part of solution – Share with communities, agencies, private sector
- Create Oversight agency to coordinate and develop partnerships – advocacy “watchable wildlife commission” (NRA model)
- Partnership building
- Community outreach and involvement
- Existing land and professional support (federal and state agencies)
- Identifying key players

- Coordinated communication effort
- Established student projects/programs
- Relationships with tribes
- All chamber of commerce/tourism WEBSITES to showcase/link to wildlife information
- Coordinated repository for all information/resources on nature tourism (maps, web, books, magazine, rack card/???????????)
- Coordinated communications program to get word out to public
- Include sites, locations, seasons, time to go
- Good customer service!!
- State level expertise to facilitate entire process of watchable wildlife from start to ongoing maintenance
- Advanced "slow and easy" training about watchable wildlife visitors to local residents (e.g., type of visitor)
- Watchable wildlife groups, how best to centralize and communicate to public (e.g., newsletter, conference – subgroup of statewide tourism conference)
- Partnership with colleges, universities, schools as a source for watchable wildlife volunteers
- Creating trends groups; i.e., scenic byways group
- Hunters and fishermen as partners – look at DNR site – crew meadow
- Packaging and promoting watchable wildlife?
- Need statewide and local component for strategic wildlife viewing plan – workable for local
- Need to bring strategic plan to politicians regionally
- Community diplomacy – outreach, PR, education of benefits to the community
- Developing "friends" groups
- Coordinate between agencies/org – leverage resources, ex: coordinate. Ad camping/messages
- Conservation – Ag., NGOs
- Partnering – business, schools, government
- In California groups meet twice a year
- Package tours – can help build businesses
- Package and link opportunities; e.g., Saturday in Ocean Shores, Sunday in Westport – helps disperse benefits
- Regional workshops, meetings, etc.
- Presentations to civic, business, and government groups and using groups to reach public
- Partnering – university and research groups (monitoring)
-

Education

- Education (prior to viewing of in conjunction with subject matter experts)
- Successful prototypes/examples that "work"
- Education (prior to viewing of in conjunction with subject matter experts)
- Successful prototypes/examples that "work"
- Rural/local governments need to ask for wildlife programs – need education about opportunities

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- Watchable wildlife curriculum
- American recreation toolbox – education
- Need friendly/knowledgeable local person to help people understand what they are seeing (guided walks)
- Get information out to public in consistent manner; i.e., chambers/VIC centers
- Interpretive signs
- Training watchable wildlife certification to ensure protection of resource
- Watchable wildlife steward/volunteer training
- Creating docent programs – master watchable wildlife volunteer
- Develop watchable wildlife viewing BMP, maybe species specific
- Teachers – field trips, currently developed.
- Best practices document – web, develop workbook (“how to start”)
- Workshops – each county/area, multiple user groups
- Don’t reinvent the wheel – have not others found solutions? e.g. clearing house
- Develop website to share information – list viewing
- Certification programs – businesses, shops
- “Portal” to organizations/agencies regarding tourism/recreation – lists – resources
- Learn about tribal cultures – allow them to tell their story through wildlife
- Training on “how to” develop partnerships
- Opportunities – how can people communicate, etc.
- List serve
- Networking
- Communication amount interested parties
-

Other Suggestions

- Highway safety/access: solution interagency design team – issues i.e., viewing areas and pull-outs)
- Accessibility (global)
- Provide quantitative reasoning
- wildlife
- Public comment period
- Use “scouts” to build kiosks, etc.
- Centralized fast-track enforcement of wildlife laws and accountability
- National marketing effort
- Empower volunteers
- Consumer research to learn what will attract them – focus groups
- Clearly defining goals and objectives
- Evaluating current infrastructure for marketing

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- Inventory assessment and public interest priority
- Statewide uniform identification symbols/icons
- Developing accessibility
- Political awareness and political positioning
- Be part of standard "tourism book" – not duplicating; one-stop shopping
- Go to different nature sites throughout state to see different species depending on site – be all inclusive
- Seamlessly integrated with E.E.D.; wildlife management; community economic development
- Look beyond current demographics that are "nature tourist" today and reach other cultures and income levels and age group and races
- For viewing opportunity, clarify viewing "season" best time
- Statewide/regional identification of watchable wildlife areas for the purpose of preservation of similar ecotypes/habitats
- Regional/statewide planning of watchable wildlife opportunities
- Watchable wildlife program needs to target diverse cultural groups (e.g., language-interpretive signs, radio, TV)
- Develop statewide volunteer/opportunity list
- Clean goals and objectives to bring to public – fact sheets/1 pager
- State Parks host workshop with CTED – Fish and Wildlife with politicians around regions – face-to-face meetings
- Establish media plan
- Collect data
- Storyline PR program
- Identify successful cold call corporations and need case studies (funding)
- Strengthen recreational immunity status
- Source of information – web/printed/list serve/TA people/
- Agency commitments – MOUs
- Quality sites vs. quantity in coordination with calendar, life cycles, least impact
- Building sense of community – rural areas
- Improve sites through training, volunteers, signing, etc., sharing information
- Publicity
- Marketing to the political leaders, especially by the business community
- Lobbying
- Market to out-of-state people who spend the night
- More regional perspective/planning
- Improve physical access; e.g., better roads, trails (fix washouts)
- Assistance – people resources
- Getting people involved in observation and data collection, nature mapping
- Point person for wildlife tourism programs regional
- Promoting wildlife tourism "ethnics and responsible behavior"

Other Comments Not Captured Above

- Sub. private sector with wildlife viewing – compensate farms, ranches, businesses
- What is the next step
- International correspondence – Marketing to country – Website: multiple languages
- Youth focused activities/programs – all levels, teen – WV. Engage: boy/girl scouts
- Shift public funding from permits for extractive activities to natural resources funding
- If no legislation for watchable wildlife, need initiative process
- Need a wildlife “lobbyist”
- Create a tour operator “FAM tour” for wildlife
- Certified guides and services intra state
- Establish state urban planning wildlife standards for permits (GMA/shorelines/etc.)
- Create staffed organization to facilitate equal benefits to partners
- Elevating wildlife viewing from just entertainment to a positive behavioral adjustment
- Incorporating wildlife viewing as an ongoing educational component
- Using your community assessment to develop wildlife tourism packages
- Integrating wildlife programs with established hotel lodging business
- Equity, economy, and ecology
- Providing proof and end result for sustainable practices
- Planning for the long-term change when establishing a site
- Supporting and appointing agency leaders who can stand up to political and economic pressure to erode our wildlife standards
- Building and understanding the relationship between viewable and non-viewable wildlife
- Encouraging and supporting comprehensive land-use planning, i.e., private land owner partnerships
- Marketing plan: Int’l, interagency, private sector, local government/communities
- Safety: Highway/viewing sites/access – interagency design team
- One entity (agency) should be the lead for all local, state, and federal nature tourism development to be accountable and have a seamless coordinated communication program
- How can wildlife watchers help collect data for agencies? Citizen scientists? Cultivate new nature mapping customers and make it fun
- Cultivate young wildlife watchers – boring? – not exciting – elk vs. Nintendo
- Scholarship programs for urban kids
- How to connect local EDCs with watchable wildlife promoters
- Which companies should we work with? Which ones will benefit?
- Trail sponsorship by private business, etc. “Adopt-a-Trail”
- Develop watchable wildlife state/national? Stamp
- Statewide brand for Washington watchable wildlife – icon, symbol, slogan, etc. to be used by all watchable wildlife providers

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- WSDOT (all agencies) cognizant of impact of road or other projects on local community watchable wildlife provider's needs coordination
- Habitat for humanity type marketing of "habitat for watchable wildlife"
- Watchable wildlife focused on non-four-legged charismatic mega fauna
- Watchable wildlife ethics, instill appreciation of wildlife – wildlife education at all levels
- Partnerships with zoos
- Look at watchable wildlife programs around state – Skagit Eagle; Snowbird Festival – best practices/issues?/problems involved?
- Linking Natural Resources websites – nonprofits – consumer and industry
- Brand Washington State watchable wildlife; icon; tagline; logo
- Streamlining and certification for outfitters/guides – need to be certified (barrier possibly grant \$)
- Distribute and evenly – community resources
- Involve all stakeholder groups
- Plan – feedback loop
- Do we acquire lands? Private payments in lieu of quantity vs. quality – visitors
- User friendly plan/document
- International (Canada)/regional (Oregon/Idaho) sharing of information
- Diversity of public/users – income/culture
- Improve existing wildlife sites – enhancement
- Trickle down effects – invest in communities – loans, grants, infrastructure
- Draw from other state's efforts
- Not one size fits all – flexibility
- Need to attract diversity of clients – disabled, elderly, ethnic groups
- Should consider year-round, not just a day or week
- Leavenworth has had success bringing in the arts community, broaden appeal
- Volunteers, including Americorps
- Make it clear that the plan will not take public lands away from hunting or other established uses
- Make sure today's attendees and others can review draft and comment before the November conference
- County taskforce to look at watchable wildlife – MRC model
- Quality control – high standards
- On going monitoring for resources – viability of trails, sites, etc.
- Report on what the bill has done for us annually – 6 months – regular
- Accurate historical and cultural links bulletin
- Make good use of existing infrastructure
-

How to measure success

- Match USFWS survey information
- Less unemployment – less free lunch program
- Special/habitats – no negative impact, “loved to death”
- Additional private lands added//benefiting
- Wildlife awareness – pre/post
- Longevity of programs – festivals, events, programs, publication, sites
- Attendance at annual watchable wildlife conference
- Legislative appropriations dedicated to watchable wildlife
-

Stakeholders – who?

- Private landowners
- State agencies – federal
- Business owners
- Public
- Recreational/community users
- State Parks
- Sporting groups – D.U., RMEF, Pacific Coast joint ventures, Inter-Mtn. Joint ventures, Public Lands Council, WTA, Inland NW Wildlife Council, NWIA, env. Community (Earth Share list), Sierra Club, PFPS, Audubon
- EDCs
- Chambers
- Professional societies – wildlife society
- Town councils
- County commissioners
- Tribal
- Church groups
- Hiking clubs

Appendix E: Comments from Participants at Washington State Tourism Forum November 19, 2003, Seattle, WA

In Lewis County, we are organizing a task force to look at potential opportunities to develop Wildlife Viewing activities. We will need technical assistance to begin the process. On December 2, we will meet as a small group to identify key players and a project plan. In early January, the Lewis County CVB will invite you and George Sharp to come to the area.

Some key initiatives include:

1. Wainke Watchable Wildlife preserve in Packwood.
2. Alexander Park restoration on the Chehalis River.
3. Borst Park to Schaefer Park greenway in Centralia.
4. Skookumchuck River wetlands.
5. Tacoma Power wildlife refuge on Riffie and Mayfield Lakes.

These are all in their beginning stages & need technical support.

Branding has not been included. It will be important to ID Washington's unique assets and get everyone talking the same positioning, while at the same time promoting their own areas.

How can WDFW and CTED build with private development to expand program more quickly?

Would like to be kept apprised of Belo scenic byway / WW 30 minute show.

I would personally like to be considered for media blitz participation.

Integrate WW program with scenic byway program.

What about corporate sponsorships? Advisory board?

Set criteria for the sites to be developed.

Look for Federal Funding / Programs to get this going.

What is the communications strategy with the communities in moving this forward?

Don't limit to WDFW land.

Packwood "Wainke" WW Area

Destination Packwood

360-494-2223

Some great funding in hand. Property was a gift from a local pioneer family.

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Packwood is economically distressed. Wildlife area will be a marketable attraction for increased tourism.

Research needed for more extensive partnerships with organizations hosting Wildlife Viewing activities currently. Collaborative efforts make it easier for everyone! Representing a wildlife viewing activity with limited funds for advertising, it is challenging to market our programs effectively.

Need to clarify programs in letter. Are these just for wildlife owned lands or a state plan? If it is a statewide plan, WDFW can serve as a catalyst, facilitator. I believe if you can develop a strategic plan, with goals and objectives and then give focused actions and steps.

About funding—partnerships are important and make miracles happen. A strong focus, agreed upon strategy, will help you gain the necessary political and corporate monetary support.

Our community, Richland, feels strongly that developing wildlife viewing activities and infrastructure in our region is essential for economic development and to preserve natural resources.

The plan you are developing is needed and valuable. It just needs expansion.

It seems state money could go further if you helped private industry do a lot of this on private—state park—and other lands.

(i.e.) San Juan Whale Watching is a major tourist attraction and almost 100% private industry funded.

Use private industry as “mirror” to multiply state dollars.

Definitely list all sites; private and WDFW sites. All of Washington

The strongest role for the state is to help various places develop responsible viewing sites. Make it easy to do with clear start-up kits that assist communities in developing sites, creating interpretive signage, and protecting wildlife assets. Please do not use the money to conduct economic and marketing research that already exists. Be a resource, a teacher, and a cheerleader for this effort. The passion will have to come from each local area for these efforts to be sustainable.

Awarding grant money, especially when you see good partnership efforts forming, is a key role for the state. Award advertising grants to local communities to encourage creation of unique approaches and authentic experiences. Please apply program beyond WDFW lands—include water trails, kayak, and whale viewing marine mammal viewing.

Appendix F: Survey of Other Wildlife Viewing Programs

As a part of the Washington Wildlife Viewing Workshop held in September 3, 2003 and as requested in Senate Bill 5011, a determination on the status of Watchable Wildlife programs/activities in Washington State was conducted. A survey was sent out to several federal, tribal, state agencies and contacts as well as several private conservation non-profit organizations. The following is a summary of the responses received to each question as of 10/29/03. Greater detailed information may be referenced under the Partners section of this document.

Survey General Definitions

What Is A Watchable Wildlife Activity And/Or Program?

From a public perspective, Watchable Wildlife is all wildlife that people might see, enjoy and learn about. Although birds and the charismatic megafauna are the more popular species, what people enjoy viewing is as diverse as the viewers themselves. Watchable Wildlife also consists of recreational activities of responsible viewing, photographing, feeding and learning about wildlife and wild places.

From an agency/organization perspective, Watchable Wildlife is a strategy that enhances people's opportunities for sustainable, low impact recreation. Watchable Wildlife develops facilities and activities to increase the chances of successful viewing experiences. It can teach viewing skills and responsible behavior, gives people the opportunity to learn about wildlife and leads to increased public support for wildlife conservation. Watchable Wildlife strategies can range from passive to active. Passive wildlife viewing opportunities are a result of information or directions given about where people might see wildlife. Publications, brochures, newspaper articles, web site information are examples. Active wildlife viewings are those efforts where areas are developed to ensure that people will see wildlife at a given location and/or season and have a safe and satisfying experience. Developed viewing areas, and structures to see wintering big game, waterfowl, urban or wetland species are examples of active viewing.

1) What is the size of your annual Watchable Wildlife/Wildlife Viewing/Activities budget (be as precise as possible)?

Responses: (USFWS) Our budget isn't broken out in this way. The National Wildlife Refuges (NWR) and National Fish Hatcheries in Washington offer unique wildlife viewing opportunities. National Wildlife Refuges consider wildlife-dependent recreation as priority public use, and most offer opportunities for "watchable wildlife" observation.

(BOR) We have no specific budget but take some opportunities to cost share with others on specific projects effecting Reclamation lands.

(USACE) Attempting to break it out by this category of recreation somewhere between- \$200-400K.

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(NOAA/NMFS) In FY 2003 we spent approx. \$20,000 on Watchable Wildlife related activities. This is, however, primarily due to an influx of funding related to the Southern Resident killer whales. (NOAA/Marine Sanctuaries) contributes \$60,000 annually in funding, most for staffing in boosting National Park Service, Makah Tribal as well as local private sector support for marine wildlife viewing and marine wildlife education.

(NPS) National Parks spends a considerable amount of money protecting Washington wildlife and providing trails, bathrooms, interpretive programming, brochures and web resources for visitors seeking a wildlife viewing experience. Over six and a half people visit Washington's National Parks each year. The spin-off from this to the local economy provides a significant boost to Washington's economy. That said, wildlife viewing is not separated from other activities in park management or budgets.

(WA Parks & Rec.) We do not have a budget for this activity, other than to cover the costs of a few 'passive' info handouts / posters on bulletin boards, and signing at a few 'active' sites

(WADNR) While no funds are earmarked for a Watchable Wildlife Program in the Department of Natural Resources, the overall Operations Budget provides for access to conservation areas and recreation sites for wildlife viewing. The Operations Budget supports Watchable Wildlife opportunities.

(WDFW) Approximately \$143K/yr

(NW Trek) \$3 million (general annual operating budget)

(AW) \$2-4 million for centers plus birding trails budget, policy staff work and etc.

2) How many fulltime staff are involved in your Wildlife Watching Program/activities in Washington? (estimate partial FTEs if no designated positions exist)

Responses: (USFWS) we do not have dedicated staff for "watchable wildlife", yet many of the staff spend a portion of their time on providing wildlife observation opportunities. Activities include: community events and festivals, construction and maintenance of observation platforms/pull-outs/blinds and other visitor facilities, providing information for visitors, and providing interpretive tours for many different groups.

(BOR) None, probably utilize about .01 FTEs

(USACE)- Approximately 4-6

(NOAA/NMFS) No designated positions, but between the Marine Mammal Program and our Public Affairs staff we have approximately 1/3 of an FTE

(NPS) We have no full time staff dedicated to Wildlife Watching per se. We have a number of people dedicated to building trails, visitor centers and rest areas as well as giving interpretive tours and providing signage about wildlife watching opportunities.

(WA Parks & Rec.) No specific FTE dedicated to this activity. Rangers squeeze this activity into their time along with everything else they do.

(WADNR) The Department has no FTEs devoted to a Watchable Wildlife program. The Natural Areas Program expends approximately two FTEs on the 20 sites that directly/indirectly benefit wildlife viewing opportunities. Additional resources are provided through the Department's Recreation Program.

(WDFW) 2 fulltime positions

(NW Trek) 25 positions

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(AW) Six centers employees are involved in it, plus Christi Norman, Heath Packard, Nina Carter, Tim Cullinan.

3) Briefly, what do you consider are four major challenges in implementing your WW program? **Examples: limited funding, too much demand too little staff, agency support etc**

Responses: (USFWS) limited staff and funding

(BOR) As we support others I do not see Reclamation as having challenges. Overall the program seems to have the following challenges 1. Avoid conflict with other uses, 2. gaining support from others, 3. funding, 4. suitable sites for the activity

(USACE) **Poor communication with other agencies (i.e., no response from State on how to get our reservoirs in WW publications), limited funding, limited staff , limited support**

(NOAA/NMFS) Reliable sources of funding, no full time staff positions

(NPS) Our limited funding makes any new undertakings extremely difficult. It also makes maintenance of our existing facilities and programs difficult.

(WA Parks & Rec.) We do not have a specific program to promote this activity (and the budget, FTE, and activities that could be developed as a result of this program existing in SP).

(WADNR) An inadequate Capital Budget leads to an inability to develop access for wildlife viewing at natural areas. With additional developed access, the Department would need additional staff to maintain sites and provide interpretation.

(WDFW) Lack of capital funds; lack of funds to support partners; lack of time and money for field positions

(NW Trek) Funding – particularly capital; Aging infrastructure; Site location – well away from urban and demographic center; Lack of non-profit support group.

(AW) Limited funding, lack of priority for WDFW and Tourism and lack of public awareness..

4) Briefly, **how** has your agency addressed those challenges? **Examples: developed workshop, publications, new funds, etc**

Responses: (USFWS) Friends, or refuge support groups, have helped address the challenges with NWR staff. These groups publish newsletters, volunteer with projects; provide information, and other types of support.

(BOR) We work with others after sites have been identified. We have done some area wide planning that identifies the program and specific sites.

(USACE) With limited success. Without agency support, aside from localized areas, WW opportunities are relatively obscure and not highly publicized. The Corps works throughout the state on many projects. Several of them are ideal for WW opportunities, but without a higher priority or understanding, those opportunities will continue to be missed.

(NOAA/NMFS) Developing partnerships within our agency and externally has allowed us to build on the funds we have available and do more than we would be able to do on our own.

(NPS) We have developed partnerships with non-profit and other agencies to stretch our budget. We also use volunteers to help build and maintain trails and educate the public about park resources.

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(WA Parks & Rec.) Most of our WW related activities have occurred as the result of a ranger having an interest in promoting such an effort. Where this has occurred, monies have been found through grants and have resulted in interpretive trails, viewing platforms, and the development of literature.

(WADNR) The Commissioner of Public Lands has introduced the Legacy Trust to the Legislature as a potential new funding source to fund conservation and recreation programs. The Department will continue to request budget enhancements to develop the Natural Areas Program.

(WDFW) Wise use of CARA federal funds and repeated legislative budget requests

(NW Trek) Funding – increase revenues; Aging infrastructure – repair and replacement through public bonding;

Site location – more effective marketing and pr program; Lack of non-profit support group – establish and foster support group

(AW) On the funding side, we are launching a major capital campaign, have recruited volunteer boards at each of our centers, and are actively pursuing grants, major individual gifts and public funding to support them. In terms of public awareness, we have conducted more than 20 public meetings to announce new Audubon centers, have held three center launch events, numerous site tours and meetings with community leaders, and have issued media releases. Media coverage has been excellent – especially in Sequim, Seattle and Leavenworth. We also have announced the centers and kept people within the Audubon family informed about their progress via our state newsletter, website, conferences and an e-mail newsletter.

5) What four major accomplishments have been achieved by your Watch Wildlife program/activities? Examples: Greater public awareness, more people attending functions, increase funding, etc.

Responses: (USFWS) Too many to list, but the most important is community support for NWR's.

(BOR) I do not believe that Reclamation has a program; all accomplishments are in support of other's programs.

(USACE) Greater public awareness of the wildlife that inhabit our area, more requests from schools and local groups for environmental programs, more volunteer participation in environmental enhancement projects, boost in employee morale and positive public relations.

(NOAA/NMFS) Increased signage at key locations, on the water education presence regarding killer whales/whale watching, training of local stranding response groups

(NPS) There are too many accomplishments to address. Over six and a half million people visit Washington's National Parks, many seeking wildlife watching opportunities. For these users, we maintain over a thousand miles of trails in Washington, countless campgrounds, rest areas, wayside exhibits, web resources, and visitor centers. In addition we participate in local community events, and school and youth group programs.

(WA Parks & Rec.) Hopefully we have helped the public to gain a greater appreciation of wildlife and their habitat requirements, which in turn has lead to their being more conservation minded in their actions.

(WADNR) The Department has acquired and developed sites where wildlife viewing opportunities exist, some with trails, interpretive signs and viewing platforms. Natural Areas Program staff lead tours on natural areas, working with students at all levels from elementary grades to graduate school.

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(WDFW) Developing the economic impacts and benefits of wildlife viewing; partnerships with Audubon Society and others; development of the wildlife viewing ethics; WildWatch-EagleCam project; Fir Island/Northrup Canyon site development (NW Trek) We attract 160,000 visitors per year and are planning to increase that to over 200,000 by 2005. Our mission: Northwest Trek is dedicated to conservation and education through the display, research and interpretation of native Northwest wildlife and their native habitats.

(AW) More than 20,000 people participated in field-based educational programs at Audubon Centers. Nearly all of these programs include watchable wildlife. Over 400 acres of wildlife habitat lands adjacent to Audubon Centers is being actively stewarded by Audubon staff and more than 100 volunteers. Audubon centers in Sequim, Seattle, Leavenworth and Tacoma have created heightened awareness of the importance of conserving habitat through education, stewardship and citizen science programs. Audubon Centers are opening new eyes to nature by actively reaching out to ethnically diverse audiences, and in the cases of Tacoma and Seattle, by locating centers in diverse communities.

6) How does your Watch Wildlife Program/activities **work with and/or assist local communities** with wildlife viewing planning and resources? Examples: publications, workshops, websites other

Responses: (USFWS) we are generally one of several partners involved with these opportunities in the communities. Through Refuge Roads projects, Scenic Byway designation, Birding Trails, Festivals, Events, visitor facilities, auto tour routes and numerous others, generally on NWR's and Fish Hatcheries.

(BOR) I am aware that local efforts support two festivals and a number of guides to watchable wildlife utilize Reclamation lands and the resources on them as areas with wildlife for viewing.

(USACE) **opportunities to participate in wildlife surveys, wildlife viewing facilities, publications, and subject experts for questions and/or programs** (NOAA/NMFS) Training sessions for local community stranding response programs, responsible viewing guidelines posted on our web pages

(NPS) National Parks in Washington provide tourists with recreational opportunities, trails, facilities, visitor centers, educational programs, etc. These directly support tourism in Washington's urban and rural communities (again, this is 6.5 million visitors). Park managers also meet with local community members and tribes to develop strategies and plans for local tourism. Brochures, maps and web resources provide secondary support to potential area visitors.

(WA Parks & Rec.) There have been some limited success stories where community partnerships have lead to the development of wildlife viewing areas (e.g., corridor along Banks Lake, developing Audubon Center at Riverside).

(WADNR) Natural Areas Program managers are now headquartered in each statewide Region to work directly with local communities. Region natural areas managers and Department ecologists work with local educators and lead educational visits to sites, where learning about wildlife is part of the experience. Presentations are made to local Audubon chapters and other conservation groups. Local Americorps volunteers, site stewards and other volunteers also interact within the communities.

(WDFW) Consults with public groups as requested; developed website and web-resources; use limited graphics and printing to assist communities; regional staff meet local request; support of fish and wildlife festivals

(NW Trek); We work in partnership with: WA Dept. of Fish and Wildlife; USDA – Forestry; USDA APHIS – Center for Wildlife Research

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USDI – Wildlife Department; many other American Zoo and Aquarium Association (AZA) accredited facilities; local school districts; Metro Parks Tacoma; WA Dept of Natural Resources; Northwest Ecosystem Alliance; WA Dept of Agriculture; Cascade Land Conservancy

(AW) At Audubon Centers we provide sites open to the public where they can watch wildlife on nature trails, or while participating in educational programs led by trained naturalists. Through classes, presentations, tours, publications and volunteer work parties, Audubon Centers engage the public in resource planning and conservation.

7) Who do you consider are your major Watchable Wildlife partners/cooperators in Washington (top 5-6)? Examples: tribes, Forest Service, U.S. Fish and Wildlife, Parks and Rec. Conservation nonprofits, local communities, Washington Dpt. of Fish and Wildlife etc.

Responses: (USFWS) all of the above AND local communities

(BOR) Audubon, WDFW, Othello and Coulee Corridor groups, USFWS.

(USACE) Local communities such as Bridgeport High School and Okanogan Country Tourism Council

(NOAA/NMFS) Within NOAA (Public Affairs, Office for Law Enforcement, Headquarters) and externally (WDFW, The Whale Museum/Soundwatch, The Seattle Aquarium, Whale Watch Operators Association)

(NPS) University of Washington, North Cascades Institute, Olympic Park Institute, local communities, conservation nonprofits, other federal agencies

(WA Parks & Rec.) WDFW, Audubon, Native Plant Society, interested local stakeholders.

(WADNR) Educators, stewards and volunteers, The Nature Conservancy and other private conservation organizations, land trusts, local officials and community leaders, local community colleges, universities, and agencies providing acquisition and development grants.

(WDFW) Audubon Society of Washington; CTED, Division of Tourism; WSDOT; Wildlife Area Managers

(NW Trek); WA Dept of Fish and Wildlife; Other AZA Zoos – Woodland Park Zoo and Pt Defiance Zoo;

Metro Parks Tacoma; Pierce County

(AW) Parks and Recreation, Tribes, Nonprofits, Local Communities

The last four-part question is to be ranked from 1 to 4 where-

1= strong rating represents a major commitment

2= a moderate commitment

3= a slight commitment,

4= low/no emphasis commitment

What is the strength of emphasis placed on wildlife viewing activities in your organization or agency that

Increase revenues and benefits to communities with wildlife viewing resources?

Responses: (USFWS- 2); (BOR -1); (USACE - 3); (NOAA/NMFS -4); (WA Parks & Rec. -4); (NPS-2)

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(WADNR-4); (WDFW- 1); (NW Trek -1); (AW -1)

Assists communities with assessment and marketing of local wildlife viewing?

Responses: (USFWS-2); (BOR -1) ; (USACE - 2) ; (NOAA/NMFS- 4) ; (WA Parks & Rec. -4) ; (NPS-3)
(WADNR-4); (WDFW- 2); (NW Trek- 1); (AW -1)

Increase funding to communities to implement wildlife viewing tourism plans?

Responses: (USFWS- 4); (BOR -2) ; (USACE - 4) ; (NOAA/NMFS -3) ; (WA Parks & Rec. - 4) ; (NPS -2)
(WADNR-4); (WDFW-3); (NW Trek-1); (AW -2)

Strengthens wildlife viewing tourism and community partnerships?

Responses: (USFWS- 1); (BOR-1); (USACE - 2); (NOAA/NMFS -2); (WA Parks & Rec.- 3) ; (NPS -1)
(WADNR-4); (WDFW -1); (NW Trek-1); (AW -1)

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Wildlife Viewing Plan Feedback Form

Your feedback and comments are wanted. Please rate the **Strategic Recommendations; Future Activities and Tasks**, and email to omallmfo@dfw.wa.gov, or fax to 360-902-2162.

Rate the following activities and tasks as to their importance for implementation over the short term (within 2 years) and/or over the long term (3-6 years). Additional comments in box and on back side. Please reference comment to a task and/or plan page number. 1= essential 2= important 3= nice to do 4= nonessential			
	Short term	Long term	Comments
1)Research & Marketing			
a Wildlife site database			
b. Interactive web wildlife map			
c. Economic impact research			
d. Consumer research			
e. Expand Ad exposure in key metro markets			
f. Advertising ROI			
g. Media blitz			
2) Tech. & Financial Assistance			
a. Vendor technical assistance			

Rate the following activities and tasks as to their importance for implementation over the short term (within 2 years) and/or over the long term (3-6 years). Additional comments in box and on back side. Please reference comment to a task and/or plan page number. 1= essential 2= important 3= nice to do 4= nonessential			
b. Matching grants			
3) Site Development			
a. Three WDFW sites			
b. Next Three WDFW sites			
c. O&M increase for WDFW sites			
d. Watchable Wildlife Biologist			
e. Non-WDFW Capital Matching Grants			
3. Partnerships			
a. Wildlife Viewing conference			
b. Partnership development			
c. Birding Trail matching fund			

Rate the following activities and tasks as to their importance for implementation over the short term (within 2 years) and/or over the long term (3-6 years). Additional comments in box and on back side. Please reference comment to a task and/or plan page number.

1= essential 2= important 3= nice to do 4= nonessential

Additional comments with referenced pages please.

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